CELEBRATING EXCELLENCE IN 85 YEARS APPLIED PROFESSIONAL EDUCATION

NYUSPS MARKING A MILESTONE

ANNUAL REPORT 2018-2019
NYU APPOINTS SUSAN GREENBAUM DEAN OF THE NYU SCHOOL OF PROFESSIONAL STUDIES

Dr. Susan Greenbaum, who served as interim dean of the NYU School of Professional Studies (NYUSPS) from July 2018-August 2019, was appointed dean of the School, effective September 16, 2019. She will remain in this role through the summer of 2021. The search for a new dean will commence in Spring 2020, with the expectation that a successor to Dean Greenbaum will be named during the spring semester of 2021.

During her time as interim dean of NYUSPS, Dr. Greenbaum worked to gain a deeper understanding of the academic and administrative units of the School, and the ways in which they can work together more efficiently to benefit students and the NYUSPS community as a whole. In addition, through town halls, faculty roundtables, dean’s coffees, and numerous meetings with student leaders, she created a more inclusive environment for all, ensuring that students, faculty members, staff, and administrators have a voice and the opportunity to contribute to the learning, teaching, and working environment in productive and meaningful ways.

Dr. Greenbaum’s service to NYU pre-dates her assignment at NYUSPS by more than three decades. Prior to her tenure as interim dean, she served as the interim assistant vice president/executive director of the Wasserman Center for Career Development, where she worked with the team to develop and execute a comprehensive range of career development-related programs and services for students, alumni, and employers. She also fulfilled numerous leadership capacities at the NYU Stern School of Business, culminating in her role as the associate dean of the Undergraduate College. During her time as a Stern administrator, she managed and directed efforts in a wide range of areas, encompassing admissions, financial aid, curriculum initiatives, student affairs, development, and alumni relations—while concurrently serving as an adjunct faculty member, teaching in Stern’s Social Impact Core.

Dean Greenbaum also brings valuable experience as a seasoned administrator from her time as a consultant for educational institutions, assisting clients with communications, reorganizations, and public relations. From 2000-2004, she served as the CEO of the Girl Scout Council of Greater New York.

Dean Greenbaum is a proud NYU alumna, having earned both her BS degree and MBA from the NYU Stern School of Business. She holds an EdD in higher education management from the University of Pennsylvania.
Dear Friends and Members of the NYU School of Professional Studies Community,

During the 2019–2020 academic year, the NYU School of Professional Studies is celebrating its 85th Anniversary—a major milestone in its long and impressive history. Over the decades, NYUSPS has provided the workforce of New York City and cities around the world, with the knowledge and expertise needed to be at the forefront of innovation in the industries it serves.

This annual report is a celebration of the tremendous contribution the School has made in fields that are growing and evolving locally, nationally, and globally. It highlights the enduring value of the unique brand of education NYUSPS delivers, and provides an overview of the many changes the School has seen, as well as those for which it has served as a catalyst. To kick off this year’s celebrations, the vital role the School plays in New York City’s economy was acknowledged through a proclamation issued by the Office of the Mayor, declaring October 28, 2019—NYU School of Professional Studies Day. It was presented by Deputy Mayor J. Phillip Thompson during a gathering of nearly 200 faculty and staff members, alumni, friends, and university officials including NYU President Andrew Hamilton and Vice Provost Kristen Day, who both delivered congratulatory remarks (page 6).

This report, which serves as a record of the 2018–2019 academic year, also focuses on the many accomplishments of the institution today, highlighting the impressive achievements of our students, faculty members, and alumni. Their talents, energy, and dedication are the driving force behind the success the School enjoys as a recognized leader and innovator of industry. Our students have been deeply immersed in their areas of study, through guest lectures and events featuring communication trailblazers such as Sean Greenwood, “Grand Poobah” of public relations at Ben & Jerry’s (page 11); trips to industry headquarters including Scholastic, which was visited by students in the MS in Publishing: Digital and Print Media (page 16); and Global Field Intensives, including a journey to Rwanda by Center for Global Affairs students who learned about the genocide that occurred there in the mid-1990s (page 14).

Faculty members and administrators have excelled in and outside of the classroom. Recently, Clinical Professor Mechthild Schmidt Feist, who teaches in the Division of Applied Undergraduate Studies, was awarded a Fulbright-Nehru Academic and Professional Excellence Fellowship; Diane Rubino, an adjunct instructor in the Division of Programs in Business, was awarded a Fulbright Specialist Grant; and Carolyn Kissane, academic director and clinical professor at the Center for Global Affairs, was voted a life member of the Council on Foreign Relations (pages 20 and 21).

Our alumni are building their reputations in all of the sectors the School represents. Most recently, Kimberly Castro ’08, a graduate of the MS in Publishing: Digital and Print Media, was named the first female editor and chief content officer at U.S. News & World Report (page 24).

This past year also saw a multitude of exciting developments that illustrate the School’s ability to inform and influence industry here in the US and around the world. NYUSPS, NYU Shanghai, and the NYUSPS Schack Institute of Real Estate established The NYU Institute for Cities and Real Estate in Emerging Markets, a new academic institute that will focus on real estate in China and in emerging markets around the globe (page 8). The NYUSPS Jonathan M. Tisch Center of Hospitality hosted its 41st Annual NYU International Hospitality Industry Investment Conference, which was held June 2–4, 2019 at the New York Marriott Marquis, and attracted record-breaking numbers of attendees (page 9). The NYUSPS Preston Robert Tisch Institute for Global Sport recently collaborated with Hype Sports Innovation of Tel Aviv, and hosted the first bootcamp for startups of blockchain applications in sports (page 10).

I hope that you will take the time to read through this publication. It is the first year that we are producing it only as an electronic document in order to do our part in promoting the efforts of NYU in building a healthier and more sustainable future.

Sincerely,

Susan Greenbaum, EdD
Dean, NYU School of Professional Studies
MARKING A MILESTONE

NYUSPS 85TH ANNIVERSARY

For 85 years, the NYU School of Professional Studies has provided education that empowers students to be leaders of industry. This year, we celebrate all that we have accomplished and all that is yet to come.

YESTERDAY AND TODAY...

So much has changed during the School’s history—technology, communication, politics, social issues, and the globalization of business. The evolution in our classrooms and across the institution as a whole, paints a dramatic picture of just how much has transpired over the years and how the School has continued to innovate, becoming the transformational provider of higher education it is today.

TEACHING AND MENTORING THE NEXT GENERATION OF LEADERS

An NYU School of Professional Studies education has always been about the quality of teaching in the classroom by faculty members who are experts in their fields and mentors to their students. Their encouragement and drive to push students to excel, problem solve, and think creatively and strategically, is what has made the School a top producer of leaders and innovators in industry.

BROADENING HORIZONS

Across the decades, the School has embraced the idea of extending teaching and learning beyond the classroom, by immersing students in their area of interest through fields trips, site visits—and in more recent years—Global Field Intensives. These experiences provide different perspectives and allow students to network and to gain insight into the latest trends, issues, and opportunities.

INTRODUCING NEW TECHNOLOGY

From the very first computers, to the Internet and wireless technology, the NYU School of Professional Studies has been at the very forefront of introducing the latest technology and educating people in its use. What was cutting-edge yesterday is unimaginably basic today, and what is state-of-the-art today was unthinkable in prior decades. We’ve come a long way, with ever-greater innovation just around the corner.
ADDRESSING THE ISSUES THAT MATTER MOST
From its early days during the Great Depression, through the tumultuous 1960s and 1970s, to a world that is globally connected yet divided on so many fronts, the NYU School of Professional Studies has fostered an environment that encourages all to speak their minds. Through the years, students, faculty members, and administrators have been involved in expressing their views on the most important issues, often leaving the classroom to take their place on the streets, and to lend their support and their voices to critical causes.

ENCOURAGING DIVERSITY AND INCLUSION
The NYU School of Professional Studies prides itself on the level of diversity it has encouraged and nurtured throughout its history. Students and faculty members from all walks of life and all corners of the globe, teach and learn in our classrooms, enhancing our community by working together and bringing new and varied perspectives to the classroom and to the wide variety of activities in which they engage.

BUILDING INDUSTRY CONNECTIONS
Throughout its history, the NYU School of Professional Studies has been a partner of industries in NYC and around the world. It is these connections that serve as the underpinnings for the professionally focused teaching and learning that makes the School’s unique brand of education so invaluable. Through guest lectures by leaders in their fields, to internships at top companies and organizations, to the development and hosting of some of the largest and most prestigious conferences in the world, we are inextricably joined with the industries we serve.

EMPOWERING COMMUNICATION
From radio, to the early years of television, to the explosion of the Internet and social media, the NYU School of Professional Studies has been a leader in introducing new forms of communication to the masses by developing courses and degree programs that utilize these modes of interaction directly in the course content. We are continually monitoring the ways in which people and whole industries “speak” to one another, ensuring that what we offer is relevant to professionals who now communicate instantaneously around the world.
A CELEBRATION AND PROCLAMATION

During a celebratory event that took place on the evening of October 28, 2019 at 7 East 12th Street, and that was attended by New York City and NYU officials, students, alumni, faculty members, administrators, staff members, industry executives, and friends, the NYU School of Professional Studies marked its 85th Anniversary as a trailblazer in developing and delivering educational programs that have prepared generations of leaders and innovators in the industries it serves.

The highlight of the evening was the presentation of a proclamation from the NYC Mayor’s Office, which was bestowed upon the School by NYC Deputy Mayor for Strategic Policy Initiatives J. Phillip Thompson. He read directly from the proclamation, which commended NYUSPS and its dedication to educating the workforce of this city. NYC Mayor Bill de Blasio also proclaimed October 28, 2019 — NYU School of Professional Studies Day.

As stated in the proclamation:

“New York City has always been world-renowned for the abundance, diversity, and quality of our higher education institutions, all of which provide the next generation of leaders with the tools they need to succeed in the occupations of their choosing. Since 1934—through record unemployment rates, wars, and unprecedented technological innovation—the NYU School of Professional Studies has played a vital role in shaping this legacy. Today, I am proud to recognize all that NYUSPS has accomplished over the last 85 years.”
Attendees including faculty members, administrators, staff members, students, alumni, industry partners, and NYC and NYU officials, joined in the festivities that included heartfelt speeches. Here, just prior to presenting the proclamation, NYC Deputy Mayor Phillip Thompson talked about the contribution the School has made to educating the City’s workforce. Photo Credit: ©Olivo; Courtesy of NYU Photo Bureau.

In a speech preceding the reading of the proclamation, which was delivered to nearly 200 guests in attendance, NYUSPS Dean Susan Greenbaum celebrated the unique brand of education that the NYU School of Professional Studies affords students who seek to make their mark in industries that are evolving and driving change, here in NYC and across the continents.

Dean Greenbaum was joined by NYU President Andrew Hamilton, whose speech highlighted the upward mobility an NYUSPS education provides to its students, while NYU Vice Provost Kristen Day’s remarks reflected upon the exceptional perspective NYUSPS brings to the University as a whole, as well as the School’s global impact on industry that reaches far beyond its location in NYC.

The event shined a spotlight on the many achievements of NYUSPS as a leader and innovator in industry focused education. It also served to amplify the tremendous contribution the School has made in educating the workforce of this great city and of cities around the world.

“We are so proud of the tremendous contribution the NYU School of Professional Studies has made over the years in supporting the workforce of this great city, and in enabling generations of students to pursue meaningful careers in a constantly evolving marketplace. Our faculty members, industry partners, students, alumni, and administrators all work together to create this distinct learning environment, which is at the very forefront of innovation in emerging fields.”

- Dean Susan Greenbaum
The NYU School of Professional Studies and NYU Shanghai have established a new academic institute that will focus on real estate in China and in emerging markets. The ceremony that formalized the establishment of the Institute and its supporting foundation, which is currently awaiting government approval, took place at NYU Shanghai on July 23, 2019, where the Institute will be located.

The Institute and its supporting foundation have been endowed through a very generous gift by real estate industry executives and civic leaders Dr. Feng Lun, chairman of Yufeng (F&E) Capital; Shan Dawei, president of UB Group, and Xiao Yong, vice president and executive general manager of China Real Estate Business. Dr. Sam Chandan, associate dean of the NYUSPS Schack Institute of Real estate has worked closely with Dr. Feng for many years to establish the NYU Institute for Cities and Real Estate in Emerging Markets. The supporting endowment is representative of the myriad contributions Dr. Feng, an NYU trustee, and his colleagues have made to the development of the real estate industry and to advancing the expertise of leaders in the field from China.

Ms. Haitao Wang, the recently-appointed secretary-general of the new foundation, attended the ceremony as a representative of the foundation.

The NYU Institute for Cities and Real Estate in Emerging Markets will be supervised jointly by the NYUSPS Schack Institute of Real Estate, a global leader in real estate education located in NYC, and NYU Shanghai.

The Institute will provide a locus for cutting-edge professional education and research in real estate in China. More formalized plans for the Institute will take shape in the near future. Initial activities will entail the development and delivery of short-term executive training programs, as well as the convening of a leading regional industry conference on real estate in China. A new degree program—the Executive Master of Science in Real Estate—will be proposed in the coming year. As academic activities evolve at the Institute, it also will support advanced research on China and emerging markets.

The new enterprise will provide the NYU School of Professional Studies with the opportunity to deepen its already close relationship with NYU Shanghai. As NYUSPS celebrates its 85th anniversary during the 2019–2020 academic year, this venture will serve to expand the School’s international reputation, and will grow its ability to impact and contribute to applied research and professional education in emerging markets.
NYUSPS JONATHAN M. TISCH CENTER OF HOSPITALITY HOSTED ITS 41ST ANNUAL NYU INTERNATIONAL HOSPITALITY INDUSTRY INVESTMENT CONFERENCE, WHICH ATTRACTED A RECORD-BREAKING NUMBER OF ATTENDEES

The 41st Annual NYU International Hospitality Industry Investment Conference, which was held June 2–4, 2019 at the New York Marriott Marquis, convened top industry executives who discussed the latest trends, economic influences, and projections. Jonathan M. Tisch Center of Hospitality Associate Dean Nicolas Graf offered opening remarks for the Conference, which attracted record-breaking numbers of attendees. Over 2,500 lodging executives, investors, developers, analysts, and economists gathered for the highly informative general sessions, workshops, and networking events that provided data, analysis, perspectives, and insights related to the industry. Panels such as “The CEOs Check In” afforded a wealth of information about the investment landscape and the changing consumer base. This year, the panel featured Keith Barr (CEO, Intercontinental Hotels Group); Sébastien M. Bazin (Chairman and CEO, Accor); Mark S. Hoplamazian (President and CEO, Hyatt Hotels Corporation); Patrick Pacious (President and CEO, Choice Hotels International); and Arne Sorenson (President and CEO, Marriott International). In addition, Christopher J. Nassetta (President and CEO, Hilton) was interviewed in a One on One discussion.

Each year, Conference Chair Jonathan M. Tisch interviews a prominent member/s of the business community, focusing on the current events and big ideas that influence the hospitality industry. This year he spoke with owners of Nobu Hospitality, an organization that has successfully leveraged itself, starting with one restaurant and growing into a global luxury brand that encompasses the food and beverage, hotel—and most recently—residential space. His guests for the panel were Nobu executives Chef Nobu Matsuhisa, Meir Teper, and Robert De Niro.

NEW HOSPITALITY CONFERENCE-FUNDED UNIVERSAL SCHOLARSHIP ESTABLISHED

Proceeds from the Hospitality Conference are used to fund scholarships for students attending the NYUSPS Jonathan M. Tisch Center of Hospitality. During this year’s conference, Tisch Center Associate Dean Nicolas Graf announced the establishment of a $10,000, one-time scholarship for every new student entering the Center’s three graduate programs—the MS in Hospitality Industry Studies, the MS in Tourism Management, and the MS in Event Management.

NYUSPS TISCH CENTER AND SCHACK INSTITUTE OF REAL ESTATE TO HOST NYU HOSPITALITY AND REAL ESTATE INVESTMENT CONFERENCE IN SHANGHAI

The NYUSPS Jonathan M. Tisch Center of Hospitality and Schack Institute of Real Estate, and Jonathan M. Tisch, the NYU International Hospitality Industry Investment Conference chair, recently announced the NYU Hospitality and Real Estate Investment Conference at NYU Shanghai, which will be held April 20–22, 2020 at the Grand Hyatt Shanghai in Pudong. This new global conference is inspired by the great success and the lasting impact of the NYU International Hospitality Industry Investment Conference, which for more than 40 years has been one of the hospitality industry’s most prominent gatherings, and the National Conference on Capital Markets in Real Estate, the preeminent annual meeting of real estate capital markets executives, which is hosted by the Schack Institute of Real Estate and is now in its 52nd year. The Conference is expected to draw industry leaders from around the world, who have an interest in the Asia Pacific region.
The NYUSPS Preston Robert Tisch Institute for Global Sport, in cooperation with HYPE Sports Innovation of Tel Aviv, Israel, hosted the first bootcamp for startups of blockchain applications in sports. The event was held on June 10 and 11, 2019, and served as the kickoff for a broader Tisch Institute/HYPE Sports collaboration on the first-ever blockchain accelerator program for sports technologies.

“With our specific focus on sports technology, we see blockchain as an enabling technology for the full gamut of emerging sports transformations,” said Vince Gennaro, associate dean of the NYUSPS Preston Robert Tisch Institute for Global Sport. “Our relationship with HYPE Sports Innovation, a global leader in sports tech and innovation, represents a perfect match for our industry-centric approach, coupled with academic excellence.”

Participants in the inaugural event were selected through an application process and were guided by sports technology and blockchain experts who shared their insights—coaching and mentoring the startup teams that were selected. Those teams that successfully emerged from the bootcamp were invited to participate in a 14-week blockchain accelerator program, for which the Tisch Institute contributed the curriculum on blockchain, and sports technology and innovation.

In mid-September 2019, the Tisch Institute and Hype Innovation announced the exclusive group of 10 early-stage startups that would pitch their blockchain application for sports ideas to blockchain and sports industry investors and VCs at the prestigious Demo-day, which was held at NYU, on September 18, 2019.

Tixico, a blockchain-based ticketing service; Bethereum, a blockchain betting platform; Lympo, a blockchain health and fitness app; and Instant Sponsor, a blockchain-powered sports sponsorship marketplace, were recognized as the leading Sports Tech startups at the event.

The NYUSPS Center for Global Affairs (CGA), which is celebrating its 15th Anniversary, offers two graduate programs: the MS in Global Affairs and the MS in Global Security, Conflict, and Cybercrime, as well as a plethora of noncredit programs. In addition, it hosts a series of panel discussions that focus on pressing global issues, which provide commentary from top representatives in government, the private sector, academia, and the diplomatic community.

On April 17, 2019 CGA hosted an event titled “Atrocity Crimes and The Veto,” in collaboration with the International Center for Transitional Justice. Dr. Vera Jelinek, Center for Global Affairs divisional dean, provided opening remarks that focused on the importance and relevance of CGA’s programs and activities to the evening’s discussions. The event featured panelists: H.E. Christian Wenaweser, ambassador and permanent representative of Lichtenstein to the UN; H.E. Juan Ramón de la Fuente, ambassador and permanent representative of Mexico to the UN; Jennifer Trahan, a clinical professor at the NYUSPS Center for Global Affairs; Anna Myriam Roccatello, deputy executive director and director of programs, International Center for Transitional Justice (ICTJ); and H.E. Juan Ramón de la Fuente, ambassador and permanent representative of Mexico to the UN.

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The panel examined use of the veto power or its threat (the silent veto) by permanent members of the UN Security Council during ongoing genocide, crimes against humanity, and/or war crimes.

During the Center for Global Affairs’ (CGA) panel titled “Atrocity Crimes and The Veto,” moderator Andras Vamos-Goldman (center), an adjunct faculty member at CGA and former executive director for Justice Rapid Response, led the fascinating discussion between (left to right) H.E. Christian Wenaweser, ambassador and permanent representative of Lichtenstein to the UN; Jennifer Trahan, a clinical professor at the NYUSPS Center for Global Affairs; Anna Myriam Roccatello, deputy executive director and director of programs, International Center for Transitional Justice (ICTJ); and H.E. Juan Ramón de la Fuente, ambassador and permanent representative of Mexico to the UN.
The Division of Programs in Business Department of Integrated Marketing and Communications is known, industry-wide, for its highly relevant curricula and its seminars that provide insight into digital transformation, globalization, and growth leadership—all influencing factors in these continually evolving fields. "The Department invites a wide variety of guest lecturers into its classrooms and also features them at events held throughout the year," noted Martin Ihrig, associate dean of the Division of Programs in Business. During 2018–2019, the Department hosted numerous industry leaders who shared their experiences and insights with students.

Actively exploring the transformational impact of the digital ecosystem on how marketing and communications creates, captures, and communicates value, the Department invited Felipe Barrientos, a top sales trainer at Facebook, to lead a workshop in digital certifications that also included faculty members and alumni.

To provide a global perspective in the area of public relations, Lydia Lee, president China and global co-head, technology for Weber Shandwick, addressed a group of students and faculty members, focusing on the unique characteristics of China's communication landscape.

In the area of growth leadership, the Department is collaborating with the Institute for Real Growth, which includes other industry giants and innovators such as WPP, Google, Facebook, LinkedIn, Kantar, Spencer Stuart, the Mobile Marketing Association, and Oxford University. In addition, working with the student-run Integrated Marketing Association, the Department has hosted creative thought leaders such as Bonin Bough—a transformational marketing executive and author—who share their wisdom and experience with students directly.

The Department also hosted the 2018 Tri-State PRSA conference, during which Sean Greenwood, “Grand Poobah” of public relations at Ben & Jerry's, talked about the iconic brand for which he masterminds communications strategies, and how it has been successful in doing well in business while simultaneously doing good. The School's sponsorship of this important conference continued in 2019 with NYU faculty members leading a panel about incorporating purpose into business design. In December of 2019, the MS in Public Relations and Corporate Communication was recognized on the shortlist for the PR Week Awards in the category of "Outstanding Education Program" — a prestigious honor. Finalists will be decided and notified in the spring of 2020.
NYUSPS PRESTON ROBERT TISCH INSTITUTE FOR GLOBAL SPORT INTRODUCES NEW COURSE ON “THE BUSINESS OF ESPORTS”

The meteoric rise of eSports has taken the field of sports business by storm. As an educational leader, the Tisch Institute for Global Sport is on it, recently introducing a course titled “The Business of eSports.” Beginning with the history of video gaming, this course provides students with a detailed understanding of how eSports has evolved, enabling them to analyze the current ecosystem and to identify its potential for future growth and development. The course examines the different modalities for play, media platforms for hosting/streaming, types of competition, and the organization of teams and entities. Students become familiar with the unique fandom of eSports, the differences from traditional sports in revenue potential, and how the organization and institutionalization of a counter-culture has created a global phenomenon that is changing the way we think about sports. Aspects of the culture of competitive gaming are explored such as diversity, inclusiveness, and sportsmanship, and students have an opportunity to attend eSports events as part of the curriculum. Several other eSports-related courses are currently being developed.

NYUSPS DIVISION OF PROGRAMS IN BUSINESS LAUNCHES NEW MASTER’S DEGREE IN EXECUTIVE COACHING AND ORGANIZATIONAL CONSULTING

The NYUSPS Division of Programs in Business Human Capital Management Department recently launched its new MS in Executive Coaching and Organizational Consulting, which will take in its first cohort of students in Fall 2020. The graduate program is designed to address the growing demand for highly skilled and academically trained coaching and consulting professionals. Students will be prepared to increase and improve organizational effectiveness and develop the critical skills required of leaders today, including talent development, leadership presence, and effective communication. Leading industry practitioners will bridge evidence-based science and practice, empowering students to become more influential and strategic leaders of change.

This 30-credit accelerated program of study can be completed entirely online, onsite or in a blended format, with the exception of the Immersion Fundamentals Residency, which will meet for one week in-person. The degree, which is aligned with the International Coach Federation (ICF), can be completed in one year of full-time study or in two years of part-time study.

NYUSPS MS IN PROJECT MANAGEMENT RECIEVES GLOBAL ACCREDITATION WITH DISTINCTION

The Division of Programs in Business MS in Project Management (MSPM) program, offered both in-person and fully online, was accredited through the Project Management Institute (PMI) Global Accreditation Center (GAC) in December 2019. In addition to conferring the accreditation, the GAC directors recognized this program for its “notable” curriculum, “commitment to educational excellence,” and “exemplary practice in the field.”
A real estate project’s success is not determined by the architects, investors, and financiers behind it, but rather by the occupants of the space. It is the users who weave a space into the regular fabric of their daily lives, demonstrating its value through the use—and enjoyment—of it. Rarely is this dynamic more evident than in the thrilling real estate market of Tokyo, Japan. Tokyo simultaneously boasts one of the world’s most advanced urban infrastructures and a notoriously formal professional environment, which provides Schack students with the opportunity to witness a unique combination of real estate, culture, technology, and monetary policy.

During the March 2019 Tokyo Global Field Intensive (GFI), Professor Scott Robinson led a graduate student trip as a part of their course, “Global Real Estate Markets and Investments.” To expose them to the city’s rich ecosystem, the in-country itinerary included 18 meetings with companies such as Jones Lang LaSalle, XYMAX, Mitsui Fudosan, Japan Industrial Solutions, Blackstone, Kengo Kuma, S&P Global, Mitsubishi Estates, Takenaka, Gensler, and LaSalle Investment; a mid-week alumni event with Tokyo-based professionals in the real estate industry; and two Schack-sponsored networking dinners. Senior executives from local and global firms challenged students to “think differently” about how the business of real estate is executed, including how a project interacts with the community in which it is based.

At the end of the trip, students synthesized these experiences into a cross-border investment thesis that summarized the recommended modes of investment, including a SWOT analysis and risks/mitigants. The intensive field study provided Schack students with an invaluable real estate learning experience.

The Schack Institute encourages its students to immerse themselves in international markets and best practices through these types of Global Field Intensives. In the past, the Institute has held Field Intensives in cities including London, Buenos Aires, Rio de Janeiro, Hong Kong, Shenzhen, Shanghai, and Beijing. As part of the global component of the program, Schack also conducts three two-city GFIs each spring. In 2020, undergraduates will travel to Berlin and Frankfurt. Graduate students will visit either Shanghai and Beijing or Paris and Amsterdam.
NYUSPS CENTER FOR GLOBAL AFFAIRS STUDENTS TRAVEL TO RWANDA TO GAIN A DEEPER UNDERSTANDING OF A COUNTRY’S ATTEMPTS TO REBUILD IN THE AFTERMATH OF DEVASTATING ATROCITIES

A group of CGA graduate students traveled to Rwanda in January 2019 as part of the MS in Global Affair’s (MSGA) Global Field Intensive (GFI) program. For students examining international and local justice mechanisms, Rwanda offers a valuable opportunity to see these mechanisms in action: indescribably horrific crimes were committed in 1994 during the genocide in Rwanda, resulting in approximately 1 million fatalities. The MSGA students in the course were asked to consider: how does a country rebuild after such horribly devastating atrocities? How does it attempt to achieve justice? Is reconciliation between perpetrators and victims possible?

The Rwanda GFI was led by Clinical Professor Jennifer Trahan, who heads the MSGA concentration in Human Rights and International Law. As a human rights lawyer, she authored the 2010 Human Rights Watch 500-page publication “Genocide, War Crimes, and Crimes Against Humanity: A Digest of the Case Law of the International Criminal Tribunal for Rwanda.” In developing and leading this program, she hoped that students would develop a better understanding of the role of the colonial powers in Rwanda, the events of 1994, and the tragic consequences of the failure of the UN—particularly the Security Council—to react to the unfolding genocide.

In pre-trip class sessions, students focused on the three separate trial mechanisms designed to achieve accountability for the genocide: the International Criminal Tribunal for Rwanda (which tried the highest level perpetrators in Arusha, Tanzania); Rwandan domestic courts (which tried organizers and leaders of the genocide); and the domestic mechanism known as “Gacaca,” whereby lower-level perpetrators were tried throughout Rwanda. They additionally considered grassroots reconciliation efforts within Rwanda, and memorialization of the genocide. Once in Rwanda, site visits and special briefings illustrated the range and complexity of these issues. Students heard from members of the Fugitive Tracking Unit as well as prosecutors responsible for convicting génocidaires in Rwanda. In addition, they met with members of the Rwandan Bar Association—an organization composed solely of defense attorneys—which illuminated the obstacles that continue to make prosecuting génocidaires challenging.
JONATHAN M. TISCH CENTER OF HOSPITALITY AFFORDS STUDENTS AN INSIDER’S VIEW OF THE CRUISE INDUSTRY

To immerse students in his “Strategy Formulation and Decision-Making” course in the cruise industry, Jukka Laitamaki, a clinical professor at the NYUSPS Jonathan M. Tisch Center of Hospitality, took them on a field visit to the world’s 10th-largest cruise ship, “Norwegian Escape,” which was launched by Norwegian Cruise Line in 2015. Students received a tour of the cabins, restaurants, and the Haven luxury decks. Over lunch, Restaurant Manager Melroy Rebeiro, provided an overview of the food and beverage operations behind the 21 restaurants and 29 bars on board. He also discussed the international culture of Norwegian Cruise Line hospitality, which is enhanced by staff members from over 70 counties.

This type of applied learning experience is an invaluable facet of the teaching process at the Tisch Center, augmenting what students learn in the classroom with exposure to real-world business scenarios.

In this particular course, students worked on a case study titled “Next Generation Cruise Ships - Searching for the Blue Ocean.” They developed strategies for the six, Norwegian Leonardo-class cruise ships that will begin sailing in 2022. Their “Blue Ocean” strategies, which included a customer and SWOT analysis, addressed value innovation in the cruise sector. Seeing the business operations of the cruise line firsthand, made all the difference when it came to the deep understanding required to draw conclusions about the next generation of ships that Norwegian Cruise Lines will launch.

During the academic year, students in the Tisch Center’s undergraduate and graduate programs have the opportunity to visit and to explore many industry related businesses. These immersions provide a perspective that goes beyond their classroom learning and provides greater insight into their chosen field of study.
CENTER FOR PUBLISHING STUDENTS VISIT SCHOLASTIC HEADQUARTERS TO GAIN A GLIMPSE INTO THE BUSINESS OPERATIONS OF THE WORLD'S LARGEST PUBLISHER AND DISTRIBUTOR OF CHILDREN'S BOOKS

During the Spring 2019 semester, MS in Publishing: Digital and Print Media students took a tour of Scholastic’s newly-renovated headquarters in NYC, and gained an insider’s view of how the world’s largest publisher and distributor of children’s books operates.

Scholastic publishes an astounding 50% of the children’s books in the world. Its incredible list of wildly popular publications includes: *Harry Potter*, *The Hunger Games*, *Clifford the Big Red Dog*, *The Babysitters Club*, and *The Magic School Bus*.

Ellie Berger, executive vice president and president, Scholastic Trade Publishing, graciously hosted the group of publishing students. Members of her team described different aspects of the company’s business operations, including its ability to generate ideas for books in-house, permitting it to then control the intellectual property rights.

Ken Geist, vice president and publisher for Scholastic Trade’s 0-8 publishing division, talked to students about the trends in the children’s book market and the ways in which his team keeps current, showcasing some examples of recent Scholastic books that are exciting young readers.

Students also learned about the ways in which Scholastic markets its books around the world. A trade publisher with a recognized brand—a rarity in this industry—Scholastic has familiarized parents, students, and educators with its many titles through its book club flyers and through book fairs held every year in schools around the world. In addition, they gained a deeper understanding of the extensiveness of the industry giant’s licensing business.

“During the academic year, MS in Publishing students visit a wide range of companies to expand upon what they learn in the classroom and to build the connections that will ultimately help them to launch their own careers,” noted Andrea Chambers, executive director of the Center for Publishing. “It is a tremendous valued-added for them to gain this level of exposure.”
RECOGNIZING ACCOMPLISHMENT

JONATHAN M. TISCH CENTER OF HOSPITALITY BS IN HOTEL AND TOURISM MANAGEMENT STUDENT SELECTED FOR PRESTIGIOUS SCHWARZMAN SCHOLARSHIP

During the spring semester of 2019, Jonathan M. Tisch Center of Hospitality student Che Huang, who graduated this past May with a BS in Hotel and Tourism Management, was selected as a Class of 2019–2020 Schwarzman Scholar. This impressive accomplishment enables her to complete graduate-level study at Tsinghua University in Beijing—one of China’s most prestigious universities. She is one of four NYU students who earned this honor. Only 144 Schwarzman Scholars were selected from the more than 2,800 candidates who applied.

The Schwarzman Scholars program is specifically designed to prepare young leaders to serve as a bridge between China and the rest of the world. Students chosen pursue a master’s degree in global affairs, with concentrations in public policy, economics and business, or international studies. They spend a year immersed in an international community of thinkers, innovators, and senior leaders in business, politics, and society.

Known to her friends and classmates as Sophie, Huang served as the president of the NYU Chinese Students and Scholars Association for the 2018–2019 academic year. Her interest in finding solutions to connect cultures led her to focus on international event management. She sees events as a shared experience among attendees, and as a tool to explore common topics that start conversations among people from different cultures and backgrounds.

DIVISION OF PROGRAMS IN BUSINESS MS IN PUBLIC RELATIONS AND CORPORATE COMMUNICATION STUDENT AWARDED THE NEW YORK WOMEN IN COMMUNICATIONS SCHOLARSHIP

During Spring 2019, New York Women in Communications awarded Sena Pottackal, a graduate student in the NYU School of Professional Studies MS in Public Relations and Corporate Communication, a prestigious academic scholarship. Pottackal was among 14 scholarship recipients to be recognized for receiving this honor during the annual Matrix Awards—the communications industry event of the year, which was held on May 6, 2019 at the Sheraton New York Times Square in New York City. The celebrated event was hosted by Bloomberg Media Group, and more than 1,000 professionals from the communications industry attended.

Pottackal, who is legally blind, also was selected early this fall to take the stage at Carnegie Hall to address the audience at the PR Council’s “Critical Issues of the Modern Workforce Forum.” Her presentation, “Badass Blind Girl Doing Good Through PR,” shared her life’s journey and the importance of creating disability inclusive workplaces.
NYUSPS Dean Susan Greenbaum (center) poses with the 2019-2020 Dean’s Scholars, Fiona Jaramillo, chief of staff, and April Krassner, clinical associate professor, Division of Applied Undergraduate Studies. Photo Credit: ©NYUSPS/Mark McQueen
NYUSPS DEAN’S SCHOLARS ARE CHOSEN FOR 2019–2020

Each year the NYUSPS Dean’s Scholars Program recognizes outstanding undergraduate and graduate students who exemplify academic excellence and dedication to community service. At the beginning of each spring semester, applicants go through a competitive and rigorous selection process conducted by a committee of faculty and staff members. Nine undergraduate students and 21 graduate students, across all academic departments, were selected as Dean’s Scholars for the 2019–2020 academic year.

As part of the scholarship program, Dean’s Scholars serve as ambassadors for the School and as mentors to our Aspire high school students. The Aspire Program was developed for high school students in New York City who come from under-resourced schools and who will be first-generation college attendees. Throughout the academic year, Scholars work closely with their mentees in a series of in-person, weekend workshops and online forums that address critical college preparation topics such as The Common Application, standardized testing, financial literacy, scholarships, and transitioning to college.

DEAN’S UNDERGRADUATE SCHOLARS

Richard M. Doherty – BS candidate in Marketing Analytics, Division of Applied Undergraduate Studies

Rachel Jiwon Kim – BS candidate in Hotel and Tourism Management, Jonathan M. Tisch Center of Hospitality

Emily Nadal – BA candidate in Social Sciences, Division of Applied Undergraduate Studies

Shabelle Paulino – BA candidate in Humanities, Division of Applied Undergraduate Studies

Sonia A. Rhodes – BS candidate in Hotel and Tourism Management, Jonathan M. Tisch Center of Hospitality

Evan Rummel – BS candidate in Digital Communications and Media, Division of Applied Undergraduate Studies

Oyindamola Shoola – BA candidate in Social Sciences, Division of Applied Undergraduate Studies

Walter J. Stack – BS candidate in Real Estate, Schack Institute of Real Estate

Grace Zheng – BS candidate in Sports Management, Preston Robert Tisch Institute for Global Sport

DEAN’S GRADUATE SCHOLARS

Jaquelyn Abo trabi – MS candidate in Global Affairs, Center for Global Affairs

Palak Agarwal – MS candidate in Integrated Marketing, Division of Programs in Business

Maria Krizia Bilbao-Ludena – MS candidate in Integrated Marketing, Division of Programs in Business

Khari Climes – MS candidate in Sports Business, Preston Robert Tisch Institute for Global Sport

Pedro Angel Contreras Garza – MS candidate in Real Estate Development, Schack Institute of Real Estate

Vanessa Gonzalez-Hernandez – MS candidate in Tourism Management, Jonathan M. Tisch Center of Hospitality

Jenaina Irani – MS candidate in Global Affairs, Center for Global Affairs

Sanyu Lubogo – MS candidate in Integrated Marketing, Division of Programs in Business

Lukas N. Mejia – MS candidate in Global Affairs, Center for Global Affairs

Austin M. Nerl – MS candidate in Real Estate Development, Schack Institute of Real Estate

Coleen Pascual – MS candidate in Integrated Marketing, Division of Programs in Business

Janine Phakdeetham – MS candidate in Global Affairs, Center for Global Affairs

Isha U. Sangekar – MS candidate in Management and Systems, Division of Programs in Business

Aastha Shah – MS candidate in Integrated Marketing, Division of Programs in Business

Wen (Winnie) Shi – MS candidate in Management and Systems, Division of Programs in Business

Kelly Smolenski – MS candidate in Real Estate Development, Schack Institute of Real Estate

Petar Torlak – MS candidate in Real Estate, Schack Institute of Real Estate

Srishti Tyagi – MS candidate in Public Relations and Corporate Communication, Division of Programs in Business

Chelsea Willis – MS candidate in Human Resources Management and Development, Division of Programs in Business

Xiaofeng Zeng (Fred) – MS candidate in Management and Systems, Division of Programs in Business

Alexa Wright – MS candidate in Global Affairs, Center for Global Affairs
LEADING BY EXAMPLE...

Center for Global Affairs Academic Director Carolyn Kissane Voted in as a Life Member of the Council on Foreign Relations

Carolyn Kissane, academic director and clinical professor at the NYUSPS Center for Global Affairs, was voted in as a life member of the Council on Foreign Relations (CFR), which is an independent, nonpartisan membership organization, think tank, and publisher that is dedicated to being a resource for its members—government officials, business executives, journalists, educators and students, civic and religious leaders, and other interested citizens. It helps them to better understand the world and the foreign policy choices facing the United States and other countries. Founded in 1921, CFR takes no institutional positions on matters of policy. Its goal is to start a conversation in this country about the need for Americans to better understand the world.

CFR carries out its mission by maintaining a diverse membership; including special programs to promote interest and to develop expertise in the next generation of foreign policy leaders; and convening meetings at its headquarters in New York and in Washington, DC, and other cities where senior government officials, members of Congress, global leaders, and prominent thinkers come together with CFR members to discuss and debate major international issues. CFR is the publisher of Foreign Affairs, the preeminent journal of international affairs and US foreign policy.

Associate Dean of Liberal Arts, Languages, and Post-Traditional Undergraduate Studies Billie Gastic Rosado Selected to Join Rutgers Graduate School of Education Center for Minority-Serving Institutions 2019 Aspiring Leader Cohort

During the summer of 2019, Billie Gastic Rosado, associate dean of Liberal Arts, Languages, and Post-traditional Undergraduate Studies, was selected by the Rutgers Graduate School of Education Center for Minority-Serving Institutions to join its 2019 Aspiring Leader cohort. This program is for individuals who are strong candidates for presidents of Minority Serving Institutions. Gastic Rosado joined a cohort of higher education administrators from around the country, who were chosen to participate in the mentorship program, which has been designed to promote diversity among higher education leadership.

By providing professional development workshops focused on 21st-century skills, as well as two years of post-forum mentorship, MSI Aspiring Leaders hopes to cultivate future MSI presidents by strengthening pathways to leadership and building connections between peers with similar aspirations and abilities. The program is supported by $825,000 from the ECMC Foundation, The Kresge Foundation, Apple, Hewlett Packard (HP), Pinterest, Samsung, Intel, and the Penn Executive Doctorate in Higher Education Management program.
Division of Programs in Business Associate Dean Martin Ihrig Joins Board of Directors of Women’s World Banking (WWB)

In April 2019, NYUSPS Division of Programs in Business Associate Dean Martin Ihrig was asked to join the Board of Directors of Women’s World Banking (WWB). The global nonprofit is devoted to giving more low-income women access to the financial tools and resources they require to build security and prosperity. It provides market-driven solutions that are commercially-viable and that directly meet women’s needs. WWB focuses on gender lens investing by requiring rigorous data collection related to gender diversity within the institution and outreach to women clients. It provides organizations with the tools and programs needed to build powerful, gender-diverse teams to meet tomorrow’s challenges. WWB has a global reach of 53 partners in 32 countries serving more than 30 million women clients.

Division of Programs in Business Adjunct Instructor Diane Rubino Awarded a Fulbright Specialist Grant

Diane Rubino, an adjunct instructor in the Division of Programs in Business, was awarded a Fulbright Specialist Grant. This program provides a unique opportunity for US academics to engage in two-to six-week project-based exchanges at host institutions around the world. For the first phase of her project, Rubino is working with the American University in Bulgaria (AUBG), where she served as a visiting faculty member in Spring 2018. While in Bulgaria, she noted a pronounced pessimism about the country’s future expressed by the younger citizens of this former Eastern Bloc nation. Her Fulbright initiative aims to strengthen AUBG’s ties with Bulgaria’s nonprofit sector. Bridging the gap between these types of entities can foster students’ internship/part-time employment, civic engagement, career, and problem-based learning opportunities. It also will help to improve students’ understanding of the sociopolitical landscape. In turn, nonprofits can gain access to the university’s knowledge, facilities, and energetic young people.

Rubino’s goal is to develop and document a methodology that can be used at universities in other countries through the Fulbright Specialist Program.

Division of Applied Undergraduate Studies Clinical Professor Mechthild Schmidt Feist Awarded a Fulbright-Nehru Academic and Professional Excellence Fellowship

Clinical Professor Mechthild Schmidt Feist, who teaches in the Division of Applied Undergraduate Studies, has been awarded a Fulbright-Nehru Academic and Professional Excellence Fellowship. She will be working on an engaged media project at the Srishti Institute of Art, Design, and Technology (Srishti) in Bangalore, India, which has a sustainable mission that closely aligns with her art practice. In addition, she will conduct a student workshop “Engaged Media—Building Culturally and Locally Sensitive Environmental Awareness—Taking Creative Work from Art Spaces to Public Spaces.” Schmidt Feist’s practice and teaching investigate the role of media in communicating social and environmental awareness. She senses that working in India will widen her approach to progress beyond a Euro-American mindset. Living in a new culture and exchanging views with Indian peers will add insights that are important to promoting the urgency and different forms of action needed in the US, India, and countries around the world regarding pressing environmental issues.
...AND GARNERING RECOGNITION FOR THEIR DEDICATION TO TEACHING

DAVID HOLLANDER, NYUSPS ASSISTANT DEAN OF STRATEGIC AND ACADEMIC PARTNERSHIPS AND TISCH INSTITUTE FOR GLOBAL SPORT CLINICAL ASSOCIATE PROFESSOR, RECOGNIZED WITH NYU DISTINGUISHED TEACHING AWARD

David Hollander, assistant dean of strategic and academic partnerships and clinical associate professor at the Preston Robert Tisch Institute for Global Sport, was the recipient of the 2018–2019 NYU Distinguished Teaching Award. Since joining NYUSPS in 2008, Hollander has demonstrated a steadfast commitment to exceptional teaching and student mentoring inside and outside the classroom. He has been noted to explore “big questions,” while shaping his students’ fundamental lifelong learning habits of inquiry. His innovative teaching style is at its core, student-centered, often employing the flipped classroom.

Hollander’s work in the construction of experiential courses, through partnerships with the NY Jets, JetBlue Airways, FOX Sports, CNBC, Instagram, and another half-dozen companies, has created valuable hands-on experiences for students in all NYUSPS programs. In addition to his involvement in the classroom and environs, he serves as an NYU Faculty Fellow in Residence, one of 33 across NYU, who are selected through a competitive process. In this role, he provides students with personally curated, intellectual, cultural, and social programming.
Each year, the NYU School of Professional Studies honors those who dedicate their lives and their careers to teaching with a series of awards and acknowledgements. Longer Service Awards (above) recognize faculty members who have taught at NYUSPS for 10+ years. Those who received awards for Teaching Excellence, Outstanding Service, and Distinguished Teaching are listed below.

Teaching Excellence Award
Matthew Vaughan, Adjunct Instructor, Center for Applied Liberal Arts
William Nelson, Adjunct Instructor, Center for Global Affairs
Jens Rudbeck, Clinical Associate Professor of Global Affairs, Center for Global Affairs
Ellen Chodosh, Adjunct Instructor, Center for Publishing
Lan Jantzen, Adjunct Instructor, Center for Publishing
Mercer Brugler, Adjunct Assistant Professor, Division of Undergraduate Studies
Antonios Saravacos, Clinical Associate Professor, Division of Undergraduate Studies
Pauline Fernandes, Adjunct Instructor, Division of Programs in Business
Joseph Panzarella, Adjunct Assistant Professor, Division of Programs in Business

Outstanding Service Award
Kristine Kerr, Clinical Assistant Professor of Professional Writing, Center for Applied Liberal Arts

Christopher Ankersen, Clinical Associate Professor of Global Affairs, Center for Global Affairs
Sara Jayanthi, Adjunct Instructor, Center for Global Affairs
Negar Farahk, Clinical Assistant Professor of Business Studies, Division of Programs in Business
Lawrence Mantrone, Adjunct Instructor, Division of Programs in Business
Suzanne Kaplan-Fonseca, Language Lecturer, English Language Institute
Ron Castro-Sanchez, Adjunct Instructor, Jonathan M. Tisch Center of Hospitality
Recep (Richie) Karaburun, Clinical Assistant Professor of Hospitality and Tourism, Jonathan M. Tisch Center of Hospitality

30 YEARS

Christopher Ankersen, Clinical Associate Professor of Global Affairs, Center for Global Affairs
Sara Jayanthi, Adjunct Instructor, Center for Global Affairs
Negar Farahk, Clinical Assistant Professor of Business Studies, Division of Programs in Business
Lawrence Mantrone, Adjunct Instructor, Division of Programs in Business
Suzanne Kaplan-Fonseca, Language Lecturer, English Language Institute
Ron Castro-Sanchez, Adjunct Instructor, Jonathan M. Tisch Center of Hospitality
Recep (Richie) Karaburun, Clinical Assistant Professor of Hospitality and Tourism, Jonathan M. Tisch Center of Hospitality
CENTER FOR PUBLISHING ALUMNA NAMED FIRST FEMALE EDITOR AND CHIEF CONTENT OFFICER AT U.S. NEWS & WORLD REPORT

Kimberly Castro, a 2008 graduate of the MS in Publishing: Digital and Print Media was recently named the first female editor and chief content officer at U.S. News & World Report. In her new role, she has day-to-day oversight of all of U.S. News’s editorial content, working with editors and teams to produce the highest-quality journalism. Previously, she led the Consumer Advice team, which includes consumer-focused journalism from the Money, Health, Real Estate, and Travel channels. In September 2015, she joined the Executive Committee at U.S. News.

Before U.S. News, Castro was a managing editor at Standard & Poor’s Corp., where she oversaw content creation and production of numerous equity research products. She also was head of thematic research at S&P, and in that position, she identified and developed trends, themes, and investment strategies. In addition, she edited and wrote for the company’s weekly newsletter, The Outlook. A native of Pittsburgh, she earned a bachelor’s degree from George Washington University. Castro also is the recipient of this year’s Distinguished Alumna Award, which recognizes outstanding graduates for their exceptional personal and professional achievements. (see next page).

“We are so proud of Kim Castro’s accomplishments and important contributions to the field of publishing. She is a tremendous inspiration to all of us.”

- Andrea Chambers, Executive Director of the NYUSPS Center for Publishing
BART LAWSON ALUMNI AWARDS 2019

Created in memory of H.E. Bartholomew Lawson, an alumnus of the Division of Applied Undergraduate Studies (formerly the Paul McGhee Undergraduate Division), who was a public servant, executive, and healthcare advocate, the Bart Lawson Alumni Awards recognize outstanding graduates for their exceptional professional, vocational, social, or cultural achievements. The Awards are bestowed each year during Alumni Weekend, and are presented in four categories: Distinguished Alumnus/a Award, Distinguished Young Alumnus/a Award, Distinguished Public Service Award, and Meritorious Service Award.

2019 AWARD RECIPIENTS

**Kimberly Castro ’08, Distinguished Alumna Award**  
(see previous page)

**Marlon Peterson ’15, Distinguished Young Alumnus Award**

Marlon Peterson is founder and president of Precedential Group, a social justice consultancy that works to address the trauma revolving around the intersections of race, gender, violence, police violence, and community violence. His TED Talk, “Am I not human? A Call for Criminal Justice Reform,” has amassed over 1.1 million views. He is also the host of the Decarcerated podcast, which highlights the journeys of resilience, redemption, and success of formerly incarcerated people. Peterson has spearheaded the creation of two youth development programs in NYC, How Our Lives Link Altogether (H.O.L.L.A) and Youth Organizing to Save Our Streets (YO SOS). He has written extensively, and his pieces have been featured in USA Today, The Huffington Post, The Nation, Ebony, and on Gawker.

Peterson is working on his first book: *Bird Uncaged: Promise to Sing About Me*, with Bold Type Books. He earned a BA in organizational behavior and change from the NYUSPS Division of Applied Undergraduate Studies, and an associate of applied science in criminal justice from Ashworth University.

**Oscar Eppley ’14, Distinguished Public Service Award**

Oscar Eppley, age 27, is the executive director of the Down the Line and Beyond Foundation (DTLB), a three-star USTA affiliated National Junior Tennis and Learning non-profit, based in Philadelphia. Its mission is to facilitate positive character and educational development for area youth through tennis. DTLB’s free outreach programs include after-school and summer clinics for 1,900 inner-city children, while the Junior Ambassador Program helps students to advance their skills, education, and character development through further mentoring and training. Since becoming executive director of DTLB, Eppley has successfully tripled the number of children served and quadrupled the number of outreach sites. He has worked closely with the USTA and the USTA Foundation to create numerous programs, and is the youngest-ever USTA Middle States board member. Eppley is a proud alumnus of the NYUSPS Tisch Institute for Global Sport, and represents the spirit of public service that the School inspires. He has applied what he learned at NYU for the greater good of the community.

**Lillian Jackson ’90, Meritorious Service Award**

Lillian Jackson has held many professional positions in her life—in both corporate and nonprofit environments. She has worked in the areas of support and training for a computer software company that focused on applications for insurance, and in healthcare. She also has worked as a business analyst. Her greatest talents lie in listening, communicating, and helping others. Her commitment to making the lives of others better is immeasurable. She has a long history of volunteer work in leadership positions in small and large groups and organizations. She has served as an usher-greeter, a fundraiser, and an organizer of projects; and has donated funds for scholarships, disaster relief, mission projects, and events. She also has served as a tour guide and docent, a Stephen Minister, and a deacon and an elder in churches. Jackson has been involved in the Habitat for Humanity Jimmy Carter Build, fundraising walks for Multiple Sclerosis, crop walks to help obliterate hunger, and has mentored students and visited the sick and homebound.

In addition, she has served on the all-NYU Alumni Association (NYUAA) Board of Directors, representing the NYU School of Professional Studies. She recently served on the NYUAA 2019 Alumni Weekend Committee. She earned a BA in social sciences from the NYUSPS Division of Applied Undergraduate Studies.
THE NYUSPS SCHACK INSTITUTE OF REAL ESTATE HELD THE FIRST PRIDE ROUNDTABLE TO CELEBRATE THE SCHOOL’S COMMITMENT TO LGBTQ DIVERSITY AND INCLUSION, AND ESTABLISHED A PRIDE SCHOLARSHIP SUPPORTED BY A GIFT FROM JAMES AND MARJORIE KUHN

In Spring 2019, NYUSPS Schack Institute of Real Estate students, alumni, and members of the larger professional community, gathered for a roundtable panel and dinner to celebrate the Institute and the School’s commitment to LGBTQ diversity and inclusion, and to mark the 50th Anniversary of the Stonewall Uprisings in New York City.

Carl Gray, who recently graduated from Schack with an MS in Real Estate Development and is pursuing a career in impact investing funds, helped to organize the event. Gray worked with Associate Dean Sam Chandan and others to found the LGBTQ affinity group at Schack in late 2018.

The roundtable panel and dinner was attended by LGBTQ and LGBTQ-supporting industry professionals, many of whom have achieved great professional success. The evening brought together individuals at different stages of their careers, helping to foster connections and to provide mentoring opportunities for students with experienced professionals who have paved the way. During the event, the establishment of a new Pride Scholarship was announced. It is the first real estate-related scholarship of its kind, and is supported by a generous gift from Schack Advisory Board member James Kuhn and his wife, Marjorie.

The Schack Institute is deeply committed to continuing to support the LGBTQ community in partnership with the NYU School of Professional Studies, which recently announced the founding of the LGBTQ Scholarship. The Scholarship will recognize a student who has demonstrated outstanding commitment to supporting the LGBTQ community.
NYUSPS kicks off inaugural first-gen student initiative

On Monday, April 4, 2019, NYUSPS kicked off its first-gen student initiative with a panel discussion that included NYUSPS faculty members, alumni, and administrators who had been first-generation college students themselves. “Stories of Success” panel members disclosed their personal narratives, including experiences along their journey to and through higher education. The event also brought together undergraduate and graduate students who had the opportunity to share their experiences and learn from one another.

At NYU and at NYUSPS, we use the term “first-gen” to refer to students who are the first in their family to attend college. We recognize that NYU is a big place. It’s easy to get lost or to miss the chance to take advantage of important resources and services—especially if you are unaware of them or don’t know who to ask about the plethora of options at your disposal. To help first-gen students navigate all that is available to them, a number of programs have been developed specifically to support first-gen students. This event served as a primer for initiatives that will be scheduled on a regular basis.

NYUSPS global village provides a festive way for students to learn about other cultures

The lobby of 7 East 12 Street was transformed, during the 2019 Global Village, into an event venue that reflected the diversity of our community. Students proudly represented their countries, serving ethnic dishes, dancing, singing, displaying cultural artifacts, and wearing attire from their home countries. Sixteen countries were represented and more than 300 students, administrators, and faculty members stopped by to enjoy the food and festivities. Global Village seems to get bigger and better every year!
Fostering Professional Success

NYU Wasserman Center for Career Development at NYUSPS Conducts Annual NYU Life Beyond the Square Survey

The NYU Wasserman Center for Career Development at the NYU School of Professional Studies conducted its annual NYU Life Beyond the Square employment outcomes survey (which encompasses associate's, bachelor's, and master's degree students who graduated in September 2017, January 2018, and May 2018) over a six-month period. With a 96.6% graduate and 98.5% undergraduate student employment outcomes rate, it is evident that employers around the globe understand the value of our professionally focused degrees and continue to seek out NYUSPS students for opportunities.

*Information was collected from 261 undergraduates out of the 354 who graduated during the above timetable, resulting in an 73.7% knowledge rate. Information was collected from 945 graduates out of the 1,486 who graduated during the above timetable, resulting in an 63.6% knowledge rate.

Post-Graduation Outcomes for NYUSPS Graduate Students

96.6% of respondents were employed over the six-month period in which data was collected.

55.0% of respondents received two or more job offers, which includes 7.2% of students who received four or more offers.

97.1% of respondents utilized the resources of the Wasserman Center for Career Development while at NYUSPS.

- The Northeast remained the top destination for employment, with 84.8% employed in the tri-state (NY, NJ, CT) area, with the vast majority of those working in New York City. Outside of the Northeast, California was the most popular state for employment. Respondents reported working in 29 different countries, with China being the top global location.
- Respondents reported employment across 21 industries. The top five include: Finance and Insurance Services at 14.9%; Information, Data, Technology at 12.9%; Professional, Scientific, and Technical Services at 12.7%; Arts, Entertainment, and Recreation at 11.1%; and Real Estate at 9.7%.

Post-Graduation Outcomes for NYUSPS Undergraduate Students

98.5% of respondents were either employed or enrolled in a graduate or professional school program during the data collection period. Of those who secured a post-graduation opportunity, 85.2% were working 13.6% were in graduate or professional school, and 1.2% reported both working and attending school.

72.7% of respondents received two or more job offers, which is an increase from the Class of 2017 (57.6%). This includes 15.2% of students who received four or more offers.

93.9% of students who received more than one job offer utilized the resources of the Wasserman Center for Career Development.

91.7% of respondents indicated they held an internship during their tenure, which is an increase from the Class of 2017 as 80.7% indicated participating in an internship.

- The Northeast remained the top destination for employment, with 80.0% employed in the tri-state (NY, NJ, CT) area, with the vast majority of those working in New York City. Outside of the Northeast, California was the second most popular state for employment.
- Respondents reported employment across 18 industries. The top five include: Arts, Entertainment and Recreation 20.0%; Finance and Insurance at 16.4% Information, Data, Technology at 12.4%; Accommodation and Food Services at 12.0%; and Real Estate at 10.5%.
Over the last decade, NYUSPS has seen an increase in graduate enrollment of 55%, continued evidence of the perceived value and desirability of applied professional graduate programs in the marketplace. The School’s industry focused graduate programs of study are an attractive option for students in the US, as well as for international students who seek to develop their knowledge in specialized sectors. Since Fall 2010, enrollments in NYUSPS traditional undergraduate programs in real estate, sports management, and hotel and tourism management have nearly doubled, indicating a pronounced interest in majors that offer strong employment opportunities in fields that are growing globally. Although overall enrollments in the Division of Applied Undergraduate Studies (formerly the Paul McGhee Undergraduate Division), which offers programs for students who wish to complete their associate’s or bachelor’s degree, have declined over the same period of time, there has been a recent uptick in enrollments in the lower-priced associate’s degrees.

The age of the students who are enrolling in graduate programs at NYUSPS has become consistently younger from Fall 2011 to Fall 2019. Many graduate students in the 21-25 year-old range are enrolling directly out of undergraduate programs of study. The need to acquire specialized knowledge and skills that serve to increase marketability and competitiveness are key influencers in the choice to pursue a professionally focused master’s degree at a younger age. The Division of Applied Undergraduate Studies (formerly the Paul McGhee Undergraduate Division) also has seen younger students enrolling in its programs, with large gains in the 18–20 and 21–25 year-old age groups. A decline in employers who are willing to pay for degree completion programs has played an integral role in influencing the change in these demographics. Enrollment profiles for students in traditional, four-year undergraduate programs of study remain highest in the 18–20 year-old range, however, there is a slight decline here as the number of students entering the program in the 21–25 year-old range has steadily increased.
Over the past decade, enrollments in NYUSPS non-credit courses have decreased by 62%, a decline that has been caused by numerous shifts in the market, changes in business practices, and the migration of course content to digital mediums and MOOCs. To address these declines, NYUSPS has moved more course content online to make it easier to consume, and has introduced new non-credit programs and products to meet the needs of the industries and students it serves. The School also has conducted a comprehensive research study to gain a clearer picture of the competitive landscape, which indicates that additional thought will need to be given to delivery methods, pricing structures, and duration of programs in order to develop a more competitive business model.

During the period between 2011 and 2019, enrollment by gender has changed across the School’s academic programs. The period between Fall 2011 and Fall 2015 saw an uptick in female students and a downturn in male students in the graduate programs. Since Fall 2015, however, these numbers have remained steady. The Division of Applied Undergraduate Studies (formerly the Paul McGhee Undergraduate Division) experienced a shift downward in female students and an uptick in male students between Fall 2011 and Fall 2015, but these numbers have remained the same between Fall 2015 and Fall 2019. Enrollments in traditional undergraduate programs of study have seen a marked uptick in male enrollments and a decrease in female enrollments, most likely due to the addition of majors in real estate and sports management, which tend to attract more males.

The School introduced the High School Academy, which provides high school students with the opportunity to immerse themselves in professionally focused course content that affords an introduction to a career path they might be contemplating. Incredibly popular with students who want to gain an advantage in the highly competitive admissions process, enrollments in these programs have increased by 694% over the past seven years.
CULTIVATING COMMUNITY

BUILDING UPON THE SHARED STRENGTHS, TALENTS, AND PASSIONS OF COMMUNITY MEMBERS

The NYU School of Professional Studies is a close-knit community of students, faculty members, alumni, and friends. They come from a broad array of backgrounds and disciplines, yet they share many common goals and objectives. Throughout the academic year, the School hosts numerous events that bring members of this community together and provide forums for discussion and opportunities to exchange ideas or just have fun! Below are highlights of recent gatherings that illustrate the camaraderie and respect between members of this very special teaching and learning environment.