



STUDENT NEWS

SPRING 2020

A MESSAGE FROM THE DEAN



Dear NYU SPS Students,

The end of the academic year—for which we have aptly coined the name “Year of Courage, Creativity, and Community”—offers an opportune time for reflection on the challenges that we have conquered, the lessons we have learned, and all that we have accomplished.

The COVID-19 crisis already has proven to be one of the most disruptive and threatening developments of our lifetime. The scope and scale of this pandemic are unprecedented, and the reverberating effects continue to mount. Yet, through each difficult facet of this trial that has arisen, it has been less about the obstacles that are posed and more about how we respond to them that matters most.

During the weeks since this crisis began, I have found endless inspiration in the way the members of the NYU SPS community have come together as one—the unconditional support students are providing for one another, the contributions each individual is making to safeguard the health and wellness of neighbors and friends, and the incredible resilience that our community has collectively demonstrated during this difficult time.

To our students, this is not the year we had planned for you, but you have met the challenges you have faced with the creativity, grit, and generosity of spirit that defines every NYU SPS student. I am grateful to each one of you for your conscientiousness and persistence. It is precisely your response to these unimaginable circumstances that gives me hope for a better tomorrow, as you prepare to venture out into the world and become industry leaders and practitioners in your own right.

To the Class of 2020—my heartfelt congratulations! You have completed years of rigorous study at NYU SPS and have built a strong academic and professional foundation for the future. Under normal circumstances, our campus would be buzzing with preparations to celebrate this extraordinary milestone. While no virtual gathering can match the pomp and circumstance of our usual festivities, we will still come together as a community to honor and recognize your remarkable achievements. In addition, we look forward to a future date (which will align with the University’s yet-to-be-announced rescheduled Commencement date) when we can gather in-person, in good health, and with high spirits to commemorate this occasion. Until then, rejoice and take pride in this rite of passage, which no crisis can ever take away from you.

These unprecedented times have brought out the best in NYU SPS, and I have never been prouder to be part of this wonderful community. While the road ahead is less familiar, I am confident that together, there is no obstacle we cannot overcome because #WeAreSPS. Remember to take care of yourselves and look after each other. Stay safe, stay well, and stay connected.

Sincerely,

Susan Greenbaum, EdD
Dean, NYU School of Professional Studies

IN THIS ISSUE

A Message from the Associate Dean	2
Congratulations Class of 2020	2
NYU SPS 2020 Student Convocation Speakers	3
NYU SPS 2020 Convocation Speakers	4
Students Embrace Remote Learning	5
NYU SPS Faculty Adapt to a New Normal	6
Virtual Babysitting and Tutoring	7
Helping Our Own	7
Graduate and Undergraduate Student Councils	8
85th Anniversary Event—The Future of Work	9
Dean’s Scholars Serve as Mentors	10
Violet Network—New Alumni Platform	11
Positioning Yourself for Continued Career Success	12
Expanding on Classroom Learning	13
Expedited Application to NYU SPS Graduate Programs	14
Getting Involved and Giving Back at NYU SPS	15
Bart Lawson Awards	17
Stay Connected	18
NYU SPS and University Events	19
Recognizing Your Accomplishment	21

A MESSAGE FROM THE ASSOCIATE DEAN



Dear Students,

I hope you and your families are well and staying safe. I echo Dean Greenbaum's admiration for how competently our community has responded to these very difficult circumstances, and I thank all of you for your emails, suggestions, ideas, and creativity on how we can best serve you while we learn and work remotely.

In this issue, you will read about the ways in which our community has adjusted to the COVID-19 crisis, [NYU SPS Faculty Adapt to a New Normal](#), on page 6, and find helpful information on remote activities and services, on page 7: [Virtual Babysitting and Tutoring](#) and [Helping Our Own: NYU SPS Small Business Support initiative](#). Each Friday at 4 p.m. (Eastern time), our colleague Jessica Watson from the NYU SPS Office of Student Affairs offers a yoga class. Sign up for relaxation and reflection as you end another busy week: bit.ly/SPSYogaFlow.

Those of you who are graduating members of the Class of 2020, congratulations! This edition of the newsletter will provide information on our plans for May celebrations in lieu of in-person Convocation ceremonies. As indicated, we will schedule in-person Convocations as soon as we have word from the University confirming a new date for Commencement.

I would like to congratulate our recently elected [Undergraduate and Graduate Student Council leaders](#)—see page 8. I am certain that they will represent our student body well as we begin the new academic year in September. I also would like to thank our current Student Council and club leaders for their amazing work this year—especially during these last few months. Their ability to organize and execute remote activities to keep our students involved and connected has been spectacular!

Wishing you all the best for a safe and healthy summer.

Anna Condoulis

Associate Dean, Student and Alumni Affairs
Office of Student Affairs, Alumni Relations & Events
NYU School of Professional Studies

CONGRATULATIONS CLASS OF 2020

While our traditional NYU SPS Convocation Ceremonies have been postponed, with input from our students, we will celebrate their accomplishments this month in order to honor members of the Class of 2020 and congratulate them during a very important transitional time in their lives. Virtual celebrations will include brief speeches from key participants, deans, and faculty members, as well as students.

Although we cannot match the pomp and circumstance, and excitement of an in-person event, we promise to deliver a very spirited end-of-year salute for our graduates.

A committee of students and faculty and staff members has been working on virtual celebrations, which will be held remotely on the following dates:

- **Monday, May 18, 2020**, 10 a.m. for graduate students
- **Thursday, May 21, 2020**, 10 a.m. for undergraduate students

We will continue to evaluate alternatives for rescheduled Convocations, and we will closely follow the University's lead as it proceeds with plans to reschedule the NYU Commencement exercises. We will, of course, also develop virtual alternatives, as we realize it may be challenging for some students to participate at an in-person event in the future.

Class of 2020, stay tuned and visit our [graduation webpages](#) for details.

Congratulations!

CONGRATULATIONS NYU SPS CLASS OF

2020

NYU SPS 2020 STUDENT CONVOCATION SPEAKERS

GRADUATE: Sena Pottackal



MS in Public Relations and Corporate Communication

Division of Programs in Business

For Sena Pottackal, a graduating student in the MS in Public Relations and Corporate Communication program, it was a dream come true to be selected as the Graduate Convocation Student

Speaker. “I have faced numerous challenges and obstacles during my lifelong pursuit of an NYU education,” she said “This is the perfect ending to this chapter of my educational journey.”

Born in the US to Indian parents, Pottackal was diagnosed as a teenager with retinitis pigmentosa, a genetic eye disease that causes deteriorating eyesight. Legally blind by age 16, she has had to use adaptive technology in school. More recently, the 30-year-old has suffered from debilitating vertigo-inducing migraines.

Pottackal has not let these challenges deter her from her goals of earning her degree and sharing the PR skills she has gained to create awareness and opportunities for people with disabilities in the workplace. She served as a member of the NYU Working Group for Disability Inclusion and Accessibility for three years, advocating for the adoption of audio description for the visually impaired for all university-generated video content and the development of mentorships for students with disabilities. She lobbied for disability rights on Capitol Hill with the National Federation of the Blind, and won the 2018 American Association of People with Disabilities NBC Universal Tony Coelho Media Scholarship and the 2019 New York Women in Communications Interpublic Group Scholarship and Internship at Weber Shandwick, the global PR agency.

As a result of her activism, Pottackal was asked to speak at the NYU United Arab Emirates Education Conference about how to create a disability-inclusive learning environment. Last semester, she took the stage at Carnegie Hall at the PR Council’s “Critical Issues of the Modern Workforce Forum” to share her life’s journey and the importance of creating disability-inclusive workplaces.

As part of her post-graduate plans, Pottackal intends to pursue an MBA at the NYU Stern School of Business and start a benefit corporation that will provide communications services, proactively hire employees with disabilities, and allocate a portion of its profits to fund scholarships for communications students with disabilities.

“People with disabilities are largely underrepresented in the workforce, and I want to be part of changing that, to construct a talent pipeline to help them reach the C-suite and consequently create a ubiquitous culture of inclusion.”

UNDERGRADUATE: Shakia Michelle Rose



BA in Social Sciences

Division of Applied Undergraduate Studies

A deeply felt desire to serve her country led Shakia Rose, a graduating senior in the NYU SPS Division of Applied Undergraduate Studies, to join the Army at age 17. “I felt I was put here for a higher purpose ever

since I was a child,” said Rose, who is this year’s NYU SPS Undergraduate Convocation Student Speaker. “Growing up in church instilled in me the importance of selflessness and humility for others.”

Raised in Bennettsville, SC, Rose joined the Junior Reserve Officers’ Training Corps (JROTC), and later the Army Reserves while still in high school. She attended Howard University from 2002 to 2004 with the intention of becoming a doctor, before being pulled out of school—due to the global war on terrorism—to serve in Iraq. Since 2011, Rose has been based in Afghanistan, working first as a Department of Defense civilian and then for a defense contractor as a data project manager and liaison. She plays a vital role in disseminating daily war metrics that are currently aiding in the Afghanistan Peace Talks. She reports in part to her husband, Michael Mitchell, a Data Fusion Cell chief for NATO, whom she met in 2007.

Eager to complete her bachelor’s degree, Rose selected NYU SPS DAUS for the flexibility it offered in allowing her to complete her degree online and undertake an internship in Afghanistan, for which she coordinated humanitarian missions to refugee camps, orphanages, and education centers. As a veteran and staff sergeant in the Reserves, she received Yellow Ribbon financial assistance for her education through the Post-9/11 GI Bill.

“I am living proof that it’s never too late to earn your degree, regardless of your situation,” said the 36-year-old. “I completed my degree with bombs going off on some days and Internet connectivity going out as I submitted my finals for courses.” Her achievements include maintaining a cumulative GPA of 3.856, making the Dean’s List in Spring and Fall 2019, and joining the 2019 NYU Chapter of Alpha Sigma Lambda. In addition, she completed her Project Management Professional (PMP) Certification.

After graduation, Rose plans to work in Afghanistan to close out the Taliban peace agreements over the next year. Eventually, she hopes to transition into a leadership management role and apply her project-building skill sets to other areas in the UAE/Middle East.

What she hopes to convey to her fellow graduates with her inspiring life story: “You own the blueprint to your life. Live your life, don’t let anyone else influence it.”

NYU SPS 2020 CONVOCATION SPEAKERS

GRADUATE: Margaret Chinwe Anadu



**Head of the Urban Investment Group
Merchant Banking Division**

Goldman Sachs

Margaret Chinwe Anadu is head of the Urban Investment Group (UIG), a domestic, multi-asset class investing and lending business that provides equity and debt to real estate projects and social

enterprises to benefit underserved communities, within the Merchant Banking Division (MBD). Established in 2001, UIG has committed nearly \$8 billion to community and economic development investments, serving as a catalyst in the revitalization of distressed urban neighborhoods. Chinwe Anadu serves on the Goldman Sachs Bank USA Management Committee, MBD Real Estate Investment Committee, and is chair of the Urban Investment Group Capital Committee. She also is on the Board of Advisors of *Launch With GS*, Goldman Sachs' \$500 million commitment to invest in companies and investment managers with diverse leadership.

Previously, Chinwe Anadu worked in equity derivatives in the Securities Division. She joined Goldman Sachs as an analyst in 2003, and was named managing director in 2013 and partner in 2018. She serves on the boards of several community and economic development nonprofit organizations, including the Brooklyn Bridge Park Corporation, the Center for an Urban Future, Core Innovation Capital, the Low Income Investment Fund, and the Food Bank for New York City. She earned a BA in computer science from Harvard College in 2003.

UNDERGRADUATE: Kimberly Castro '08



Editor and Chief Content Officer

U.S. News & World Report

Kim Castro is the editor and chief content officer at U.S. News & World Report. In this 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, Castro 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 managed 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*, focused on the technology sector for individual investors. A native of Pittsburgh, she earned a bachelor's degree from George Washington University and a master's degree in publishing from the NYU School of Professional Studies.

WHILE STUDENTS MISS ON-CAMPUS STUDY, THEY HAVE EMBRACED **REMOTE LEARNING**

How are students adapting to studying remotely? Here's some feedback on how they are faring in this "new normal" educational environment.

Kody Christiansen



Kody Christiansen is graduating this May from the Division of Applied Undergraduate Studies with an AA in Liberal Arts.

Author/actor Kody Christiansen feels ***"the professors and students have stepped up to the unexpected new normal with grace and ingenuity! Being asked to change your whole style of teaching or learning in one day is not easy—but in those Zoom rooms—I still feel connected to my professors and peers. Perhaps even closer than before."*** Christiansen adds, ***"Most of my professors start out each class with 'How are you all doing?' A genuine question, which in this uncertain time means so much to us. Giving students time to express how they truly feel before each class has allowed us to proceed with a stronger connection between us all."***

Maya Kwok



Maya Kwok, a second-year Jonathan M. Tisch Center of Hospitality student, is pursuing a BS in Hotel and Tourism and studying events management. This is her first time studying remotely, which she currently is doing from Long Valley, New Jersey.

"It's given me some structure, which I like, and seeing everybody is really fun," says Kwok. She admits that staring at a computer screen for hours at a time is not her favorite thing to do, but she's happy that she and her friends are getting creative, still "getting together," and figuring out how to navigate events online while keeping up their spirits. ***"That's really amazing,"*** she notes. One of the things she most enjoys is when teachers have students work independently on an assignment for the first hour of class and then return to the remote environment to share their work. ***"We come together and talk about it, and I really enjoy that."***

Ishel Tanyeri



Ishel Tanyeri, a student in the MS in Integrated Marketing program, Division of Programs in Business, hopes to graduate this May.

"Technology," Tanyeri states, ***"with slight modifications, is allowing us to stay connected and continue our education in the best way possible."*** She believes that staying positive and being grateful are really important. Recently, an experience she particularly appreciated was when a professor went around the virtual classroom, after spring break, to ask how everyone was doing. ***"Each person,"*** she says, ***"really took the time to give their honest and heartfelt feedback. It was very emotional but also very empowering."***

Ally Weaver



Ally Weaver, a first-year student in the BS in Hotel and Tourism Management program, Jonathan M. Tisch Center of Hospitality, is studying remotely from her hometown of Westchester, Pennsylvania.

"I've learned a lot about myself from this experience," asserts Weaver, ***"including how to participate actively, how to work together with others, and just how to get through this crazy situation we're all going through. Overall, I have nothing but positive things to say about Zoom and I really hope everyone else is feeling the same way."***

NYU SPS FACULTY ADAPT TO A NEW NORMAL

Over the course of the past six weeks, NYU SPS faculty members have adapted to a “new normal.” Despite no forewarning or initial preparation for the switch to remote teaching, they were able to transition with relative ease. In partnership with CAES, over 1,400 NYU SPS faculty members were trained in the necessary skills to accommodate the transition, ensuring that nearly 100 percent of NYU SPS courses were able to be delivered remotely.

For some of our faculty members, this was their first experience teaching online. Even so, those who were new to this method of teaching had the positive attitude and the willingness to learn, which we have come to expect from students. Regardless of their sense of vulnerability in this new virtual space, their commitment to learning new modes of content delivery far outweighed their trepidation—and this is what makes NYU SPS faculty members so incredibly good at what they do—teach!

Although the mode of delivery has changed, the standard of teaching remains intact. Faculty members continue to assess best practices to ensure that students thrive within this new environment, thus creating a positive co-curricular experience in which students remain connected to industry.

The link below leads to a panel discussion with several of our distinguished faculty members on how the transition has affected them and their students and how they have worked to overcome the challenges of the remote learning space. Their candor, resilience, and dedication to their students shine through and is an inspiration to us all.

The video reinforces their deep commitment to providing a learning experience that truly values interaction and the ability to be flexible no matter what the circumstances.

VIDEO FACULTY MODERATOR



Edward Kleinert
Clinical Assistant Professor
Management and Systems
Division of Programs in Business

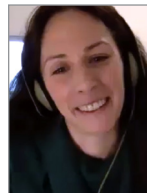


Carolyn Kissane
Academic Director and
Clinical Professor
Center for Global Affairs

VIDEO FACULTY PARTICIPANTS



Lilian Ajayi Ore
Adjunct Instructor
Marketing and Public Relations
Division of Programs in Business



Kristine Rodriguez Kerr
Academic Director and
Clinical Assistant Professor
MS in Professional Writing
Center for Applied Liberal Arts



David Hollander
Assistant Dean, Real World
Clinical Associate Professor
Tisch Institute for Global Sport

[Click here to view the video.](#)

VIRTUAL BABYSITTING AND TUTORING: PROVIDING SERVICES TO FAMILY MEMBERS OF FACULTY & STAFF

Offered by Students to Meet the Needs of Busy NYU SPS Parents

In this unprecedented time of coping with COVID-19, NYU SPS faculty and staff members who are parents need extra help to fulfill their personal and professional duties. This is where NYU SPS students come in. They can volunteer to babysit or tutor the children of these faculty and staff members based upon need and availability. While parents are teaching classes, taking classes, or participating in Zoom meetings, student volunteers sign up for a one-hour time slot during which they are available to either babysit or tutor their kids. These services are available for children through high school, and parents determine whether their child is old enough to benefit. The Babysitting/Tutoring Service is not an NYU program. It is simply a list of NYU SPS faculty and staff members who are interested

in free, online babysitting/tutoring services that NYU SPS student volunteers can provide. Students supply contact information and brief bios, and parents provide contact information and identify their affiliation with NYU SPS. The match is agreed upon independently, and both parties are responsible for vetting one another, establishing availability, and determining how the time will be spent. We anticipate that this will be a fun, rewarding, and meaningful experience for all.

Parents can sign up here:

<https://bit.ly/spsserviceparents20>

Student volunteers can sign up here:

<https://bit.ly/spsservicetutor20>

HELPING OUR OWN:

NYU SPS SMALL BUSINESS SUPPORT INITIATIVE



A walk around the City, even before the outbreak of COVID-19, revealed shuttered businesses on almost every block. With pandemic now in full tilt, the crisis has deepened. *The Skimm* reports that “small businesses make up 44 percent of economic activity in the US—and employ about half of all

of the country’s private-sector workers. Whether you own a small business, work for one, or spend money at one, we all have a vested interest in their success.”

How can we help?

Gianpaolo Russo, an NYU SPS student in the BS in Hotel and Tourism Management program, who will be graduating in Spring 2020, came up with a practical, easy-to-implement suggestion aimed to benefit small NYU SPS business owners like himself. Russo’s family co-owns three Italian restaurants, named *Fiaschetteria Pistoia*, one of which is now closed due to COVID-19.

Russo was reflecting on his own situation—he had just been put on furlough—when he was about to join a Zoom meeting with Dean Greenbaum and other students. “I realized,” says Russo, “that surely I was not the only one in this situation. ...I figured with a community as large and supportive as NYU SPS, we could make an effort to sustain businesses owned or operated by our peers and their families.” Knowing

awareness was the key ingredient, Russo came up with the idea of creating a database or map to identify small businesses owned by members of the NYU SPS community and asking others to support them.

The Russo family works in partnership with Emanuele Bugiani, whose family has been in the restaurant business since the 1800s. They have restaurants in the East Village and at a Seventh Avenue location, which have remained open for delivery or takeout. Recently, restaurant customers have been given a fun alternative: rather than ordering or taking out completed dishes, they can order the ingredients and prepare the meals themselves—including rolling out their own pasta! All you need, they say, is a rolling pin or, lacking that, a bottle of wine, which will substitute nicely.

Fiaschetteria Pistoia has been encouraging customers to post and tag their pasta-rolling sessions on social media for the chance to win a free dinner for two once the restaurants reopen.

If you are a member of the NYU SPS community or have a family member with a small business who would like to be listed, [click here](#).

For a complete listing of businesses and services, click [here](#).

For information about small business loans from the NYU Federal Credit Union, visit

<https://nyufcu.com/small-business-loan>.

NYU SPS GRADUATE AND UNDERGRADUATE STUDENT COUNCILS

Congratulations to the new 2020-2021 Student Council Leaders

Meet your Student Council officers and senators. Reach out by email and introduce yourself. Or, even better, attend a Council meeting. Council members act and speak on your behalf. By developing creative programming, voicing your concerns, advancing community-minded agendas, and expanding student opportunities, they work to enrich your academic and social experiences. One path to immersing yourself in the NYU SPS experience is to become involved in student government. Your participation and commitment can evolve into lifelong friendships and invaluable professional connections. It's a great way to start becoming a part of "WeAreSPS."

Elections are held annually. Perhaps next year, you'll consider running for office.

Undergraduate Student Council

PRESIDENT



Maya Kwok
BS in Hotel and Tourism Management
spsusc@nyu.edu

VICE PRESIDENT



Tien Nguyen
BS in Sports Management
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TREASURER



Christine Long
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SECRETARY



Noah Hakim
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SENATOR



Rachel Jiwon Kim
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Graduate Student Council

PRESIDENT



Tania Mishra
MS in Integrated Marketing
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VICE PRESIDENT



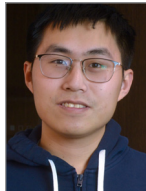
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Oliver Yang
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SENATOR



Margi Ruparelia
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85TH ANNIVERSARY EVENT—THE FUTURE OF WORK

Thought Leadership to Address Dramatic Shifts in Workforce Development and Explore New Options

To commemorate its 85th anniversary as a leader in providing professionally focused educational programs, the NYU School of Professional Studies hosted a forum on “The Future of Work” on February 12, 2020 at the NYU Kimmel Center for University Life.

NYU SPS Dean **Susan Greenbaum** welcomed the audience with remarks that highlighted the School’s unique position in preparing students for the workforce of the future. The event featured one-on-one conversations with **Art Bilger**, founder and CEO of WorkingNation, and **Julia Lamm** ’11, partner, Financial Services People & Organization Practice, PwC; a presentation by **Anna Tavis**, clinical associate professor and academic director of the Human Capital Management Program at the NYU SPS Division of Programs in Business; and a panel discussion with NYU SPS faculty members who are prominent industry experts.

The morning’s deep content explored the changes taking place in the world of work—from technological innovations and globalization to shared work, the gig economy, and the urbanization of job creation—and how to address them. More than 100 individuals attended, including a cross section of government officials, hiring managers, and educational administrators, in addition to NYU SPS faculty members, students, and administrators. On display was the Proclamation bestowed upon the School by the NYC Mayor’s Office to mark its 85th anniversary. The framed document, which was positioned on the stage for all to see, proclaimed October 28, 2019, NYU School of Professional Studies Day.



[One on One with WorkingNation’s Art Bilger](#)



[The Workforce of the Future](#)



[Faculty Speaker: Educating Future-Ready Professionals](#)



[Welcome and Opening Remarks](#)



[Faculty Panel: Preparing the Next Generation of Leaders and Innovators](#)

DEAN'S SCHOLARS SERVE AS MENTORS TO FIRST-GENERATION COLLEGE STUDENTS



NYU SPS 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: ©NYU SPS/Mark McQueen

Celebrating its fifth anniversary, the NYU SPS Dean's Graduate and Undergraduate Scholars Program brings together high-performing students from across the School who exemplify academic excellence and service to the community. Following a competitive selection process, 21 graduate and nine undergraduate students were chosen for the 2019–2020 cohort, each receiving a \$10,000 scholarship for the academic year. Reflective of the student body at NYU SPS, the Dean's Scholars Program assembles a diverse group of students who are charged with serving as truly exceptional School representatives and ambassadors. Throughout the school year, Dean's Scholars participate in admissions events and community-building activities.

Perhaps the most important aspect of being a Dean's Scholar is serving as a mentor to high school students from underrepresented communities in the New York metro area who will be the first in their family to attend college. Following an extensive matching process and comprehensive mentor training, Scholars are paired with two high school mentees. Current mentees—nearly 80 high school juniors and seniors—are enrolled in the NYU SPS High School Academy Aspire Program, a two-year, year-round college knowledge and immersion program that is offered at no cost. During the summer and throughout the academic year, the Dean's Scholars form meaningful relationships with their mentees through a series of social activities, in-person college knowledge workshops, and virtual touch points. Scholar mentors work with mentees on topics such as selecting the right college, applying for financial aid, drafting the college essay, submitting the Common Application, creating a résumé, and more. Ultimately, mentors serve as advocates, coaches, and role models, assisting their mentees in achieving their college goals and aspirations.



"Being a part of the most prestigious and rigorous programs at NYU SPS allows you to differentiate yourself by making a lasting difference in the world. As a Dean's Scholar and an Aspire mentor, you become a source of support and friendship to hard-working high school

students, and you get the amazing opportunity to walk alongside them throughout their path to college. Seeing your guidance turn into successful results is extremely rewarding and once again reminds me of who I am as a Dean's Scholar: a person who is able to impact the lives of others."

**—Rachel Kim, NYU SPS Undergraduate Student,
Aspire Mentor**



"As an Aspire mentor, you're provided an opportunity to build relationships with intelligent and outgoing young adults. We provide them with guidance on the technical aspects of college applications and campus life, as well as identify their talents, strengths, and ambitions to propel

them forward into their collegiate chapter. However, being a part of Aspire far surpasses weekend workshops; we create memories and develop genuine connections, in which mentors and mentees equally learn and share in an impactful life experience together."

**—Chelsea Willis, NYU SPS Graduate Student,
Aspire Mentor**

As the current group of high school seniors finalizes their future plans, most surveyed had received at least two acceptance letters and some form of financial aid from schools such as Fordham University, Hunter College, Quinnipiac University, SUNY Albany, University of New Haven, St. John's University, Adelphi University, Baruch College, Stony Brook University, Penn State University, The New School, Hofstra University, and John Jay College of Criminal Justice. Of particular note are the achievements of three students: one admitted to the University of Pennsylvania, one admitted to Macaulay Honors College at CUNY, and one admitted to Harvard University.

VIOLET NETWORK—NEW ALUMNI PLATFORM

The Office of Alumni Relations invites all NYU SPS alumni, faculty members, and the Class of 2020 to join the Violet Network—our new global platform, which connects these groups together to catch up, network, and serve as mentors. NYU SPS has an unparalleled network of over 27,000 alumni, 4,500 students, and 1,300 faculty members around the world. Sonal Pande, assistant dean, Alumni Relations, asserts, “Many members of the NYU SPS community have asked for a simple way to connect with each other for career insights and networking opportunities. Now more than ever, individuals are seeking ways to engage and support each other.”

The Violet Network is part of a larger university-wide initiative that enables knowledge sharing, networking, and mentorship, making it easy to share professional expertise. It has exciting features such as “Explore the

Community”, groups, news, events, mentorships, jobs, and discussion boards. Participants can make new connections and rekindle old ones using over 20 filters such as industry expertise, location, organization, school, and division affiliation. They can find support based upon industry, affinity, identity or region, in addition to staying abreast of the latest happenings at the School and catching up with fellow alumni. Sign up for professional, social, and industry events taking place worldwide. Find mentoring opportunities and make the most of tailored connections. Search hundreds of job postings and hire from the community. Ask a question, share your opinion, and explore answers on discussion boards.

Join the Violet Network today at sps.nyu.edu/alumni or contact nyusps.alumni@nyu.edu for further information.



EXPLORE THE COMMUNITY

Use over 15 filters to find the perfect new connection or rekindle old ones.



GROUPS

Meet new people, learn new things, and find support from those who share affinity, identity, or industry.



NEWS

Hear the latest happenings at school and catch up on alumni updates from around the world.



EVENTS

Sign up for professional, social, and industry events taking place worldwide, all year round, and show your violet pride!



MENTOR

Find a mentoring opportunity and make the most of tailored connections for careers, entrepreneurship, life experiences, and more!



JOBS

Turn connections into colleagues. Search hundreds of jobs posting and hire from the community!



DISCUSSION

Ask a question, share your opinion, or explore answers across various topics and categories.

POSITIONING YOURSELF FOR CONTINUED CAREER SUCCESS

Congratulations to the NYU SPS Class of 2020! [The NYU SPS Wasserman Center for Career Development](#) is here to support you in achieving your professional goals. Today's workforce is required to be agile and adaptable especially during these uncertain times. Graduates today will build a career spanning 60 to 70 years, with a job change occurring about every 4.5 years. In addition, skills will need to be redeveloped every five years to stay current in positions (source: Deloitte Global Human Capital Trends). This requires that you learn not just "how to find a job" but how to lead a healthy career that aligns your values, skills, and interests to the global marketplace.

As a recent graduate, you join the NYU alumni community as among the most competitive candidates because of the depth of your experience, the diversity of your networks, and the strength of your job-ready skills.

NYU SPS Wasserman Center career coaches are here to support you in creating individualized career action plans that fit your goals and connect you to the virtual career resources below.

Job Search Resources

- [Job Search Strategy for Seniors](#) and [Job Search Strategy for Graduate Students](#) during COVID-19
- NYU Wasserman [Blog](#) shares up-to-date industry insights and features companies that have opportunities available right now
- **Your Career and COVID-19:** A weekly series addressing topics to keep your career on track—conducted via Zoom on *Fridays at 12:30 p.m. EDT*; [view upcoming topics and links on Handshake](#)

Virtual Career Coaching Appointments

- 30-minute virtual career coaching appointments can be scheduled in [Handshake](#)
- Virtual Drop-ins can be scheduled through [Handshake](#) by selecting "15 Minute Drop-in Appointment"

Virtual Career Resources

- Prepare for **virtual interviews** on [Big Interview](#)
- Access [career resources & tools](#) on Handshake, including industry guides tailored for NYU SPS academic programs
- View this previously recorded webinar on [Virtual Networking & Grit](#) to learn different ways to play to your strengths in order to build a strong network
- Keep building skills through YouTube Learning Courses like [Excel Basics](#), [Interpersonal Communication](#), [Photoshop](#), [Python](#) and [LinkedIn Learning courses](#) (free for NYU students)



EXPANDING ON CLASSROOM LEARNING

While the NYU School of Professional Studies offers a classroom experience that is second to none, it also prides itself on the broad array of learning experiences it affords students outside of the traditional classroom setting, helping them to gain insight from a wide range of industry-related activities. From trips to local companies and organizations to global field intensives and visits from guest lecturers, students benefit greatly from gaining different perspectives and immersing themselves in the world in which they will—one day—work. Here is a small sampling of some this year's experiential learning opportunities.



In October, Preston Robert Tisch Institute for Global Sport Clinical Assistant Professor Cameron Myler led a discussion with guest lecturer Seth Berman, author of *A Team of Their Own*, a behind-the-scenes look at the first Unified Korean Olympic women's hockey team, which competed at the 2018 Winter Games in PyeongChang.



In early February, Jonathan M. Tisch Center of Hospitality students and Clinical Assistant Professor Richie Karaburun visited Abu Dhabi to conduct a study that would provide insight into the perception of Abu Dhabi and Dubai as tourism destinations in the eyes of US passport holders.



In November, a group of Center for Publishing students visited the FIPP World Congress, which was held in Las Vegas and offered a unique opportunity to learn from and network with the world's leading media executives.



During the week of March 5, Jonathan M. Tisch Center of Hospitality Adjunct Professor Charles Dorn and his "Food, Beverage, and Catering Operations" class visited the Grand Hyatt New York and toured the facilities.



In January, escorted by Center for Global Affairs Clinical Associate Professor Sylvia Maier, students traveled to Dubai, where they visited the Youth Hub, a place that connects youth to people, power, and potential.



In late March, the Division of Programs in Business Integrated Marketing and Communications Department hosted a remote guest panel of participants from the PR League, who provided helpful career advice to students.

EXPEDITED APPLICATION TO NYU SPS GRADUATE PROGRAMS FOR GRADUATING NYU SPS UNDERGRADUATES

The **NYU SPS Expedited Application Program (EAP)** for **NYU SPS Seniors** allows undergraduate students with a planned graduation date of **May** or **August 2020** to benefit from an expedited review of their application to most NYU SPS graduate degree programs. The only exceptions are a small number of graduate degree programs with specific post-baccalaureate years-of-work requirements. The key features of the EAP include:

- All application fees are waived (normal application fee \$150). To receive an application fee waiver, applicants must complete the [application fee waiver request form](#).
- For programs that normally recommend a standardized test score, such as a GRE or GMAT score, that recommendation is waived.
- Instead of two letters of recommendation, applicants may submit a single letter from the dean of their division or from a clinical faculty member, endorsed by the dean of their division.
- Upon submission of a complete application, applicants enrolled in NYU SPS programs will receive an admissions decision in seven to 10 business days.
- Notwithstanding published deadlines, applicants may apply to begin their graduate studies in the summer semester if the program to which they are applying offers summer entry. However, admitted students must complete their undergraduate degree prior to the commencement of graduate studies.

- EAP applicants will remain eligible for the same financial aid and scholarship opportunities as regular applicants.
- International students with a valid F-1 visa may be able to [obtain a new I-20](#) from the Office of Global Services (OGS), allowing them to begin their graduate studies. As cases vary, international students should contact OGS directly for specific guidance at **212-998-4720**.

Please note that EAP is an expedited review for admission but does not change admission requirements or degree requirements. Students admitted to the graduate program within their current division—for example, a Tisch Sports undergraduate student admitted to Tisch Sports for a graduate degree—may be able to waive up to two core courses, increasing their number of electives. This determination will be made in consultation with the program's graduate academic adviser and will only occur in a very rare instance where an undergraduate and graduate course are substantially similar in content.

For Admissions Questions Regarding the Expedited Application Program

For questions about the Expedited Application Program, please contact the **NYU SPS Graduate Admissions Office** at **212-998-7100** or sps.gradadmissions@nyu.edu. Information about graduate programs is available through the Admissions Office and by contacting divisions directly.

See the website for full details on Division contacts.



Photo Credit: ©NYU SPS/Mark McQueen

GETTING INVOLVED AND GIVING BACK AT NYU SPS

Community service offers students a fun way to make meaningful contributions to those in need, while also providing great opportunities for making friends and acquiring new skills. Tapping into their ingenuity and creativity, the NYU SPS student community finds ways to enhance the lives of others—often adults and children who are our NYU neighbors. Lifelong friendships frequently bud through community service; strengths are identified and fostered; and students often discover that their own lives are transformed by their efforts, commitment, and caring.

Each academic year, a crop of enthusiastic NYU SPS students band together to come up with ideas for projects. Two of this year's key initiatives have become annual traditions.



Smiles abound as students assemble hygiene kits for distribution to Volunteers of America.

Throughout October, NYU SPS student organizations collected items for, and assembled, 217 personal hygiene kits. The kits, which contained washcloths, soaps, toothbrushes, toothpaste, and other necessities, were donated to *Volunteers of America*, a faith-based human services organization with a mission to improve the lives of those in need.

In November, almost 100 students and staff members came together to celebrate at the ***Giving Thanks Dinner***. A truly heartwarming gathering, which is now in its third year, the dinner affords participants the opportunity to share food and personal expressions of thanks and gratitude. Centered around a potluck dinner, the dishes served are sometimes homemade and sometimes catered, but always delicious. Proceeds from this year's event (\$350), as well as canned foods collected during the fall, were given to the Bowery Mission, which has served homeless and hungry New Yorkers for more than a century.



Dish up! Students and staff crowd around the serving table at the Giving Thanks Dinner.

Picnic With a Purpose, an orientation community service event involving both graduate and undergraduate students, as well as freshman who had just arrived on campus, also benefited the Bowery Mission. Students made and assembled 136 bag lunches featuring classic favorites, such as peanut butter and jelly and ham and cheese, as well as chips, fruit, and drinks.



Indoors or outdoors, picnics are fun! Students prepare over 100 bagged lunches for the Bowery Mission.

There were also a series of one-off community service events that occurred from Fall 2019 through early Spring 2020. Here's a snapshot:

An October 2019 bake sale raised \$245 for the *New York Common Pantry*, an organization that serves thousands of homeless and hungry in New York City. At a table in the lobby of 7 East 12th Street, students enticed passersby with donuts, cakes, and other irresistible temptations. They also went onsite to serve meals and organize donated goods. In recognition of Black History Month, a second bake sale was held in February 2020, which raised \$250 for the *NAACP Legal Defense Fund*. The NAACP (the National Association for the Advancement of Colored People) is a civil rights organization, founded in 1909, with a mission to eliminate race-based discrimination and advance justice.



Donations to the Common Pantry came not only from bake sales, but also from an onsite presence by students.

Eight of our NYU SPS students worked the lunch line for *Bike MS: New York City 2019*, an annual event that fundraises for research and therapies to end multiple sclerosis.

Fields Good Chicken supported NYU SPS student *fund-raising efforts for Wuhan families affected by COVID-19* by providing free samples at lunchtime—by all reports, very delicious! Those who donated \$2 or more received a \$10 Fields Good Chicken gift card. \$132 was raised.

On November 3, 50 students and administrators volunteered at the Mile 22 Water Station, cheering thousands on at the annual *New York City Marathon*, as runners approached the final laps of the almost 27-mile course held throughout NYC's five boroughs.



Tabling to help families in Wuhan, China.

We welcome your ideas and suggestions. Community service is a great way to make a difference—for those to whom you are reaching out—as well as to enrich your own life. Let us hear from you. We anticipate there will be many opportunities for you to become involved in the coming months.



NYU SPS students turned out in force to provide parched runners with water and encouragement at the 2019 New York City Marathon.

BART LAWSON AWARDS HONOR NYU SCHOOL OF PROFESSIONAL STUDIES ALUMNI WHO ARE DEDICATED TO COMMUNITY SERVICE

Four graduates of the NYU School of Professional Studies who have shown an outstanding commitment to their communities were honored on NYU Alumni Day with the Bart Lawson Alumni Award for Service. Created in memory of the late H.E. Bartholomew Lawson, an alumnus of the Division of Applied Undergraduate Studies (formerly the Paul McGhee Undergraduate Division), as well as a public servant, executive, and healthcare advocate, the Awards are presented for three categories of service—humanitarianism, professional service, and public service.

Distinguished Alumna Award

Kimberly Castro ('08), MS in Publishing: Digital and Print Media



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.

Distinguished Young Alumnus Award

Marlon Peterson ('15), BA in Organizational Behavior and Change



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 also is 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 NYU SPS Division of Applied Undergraduate Studies and an associate of applied science in criminal justice from Ashworth University.

Distinguished Public Service Award**Oscar Eppley ('13), BS in Sports Management**

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 nonprofit, 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 NYU SPS 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.

Meritorious Service Award**Lillian Jackson ('90), BA in Social Sciences**

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 she 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 NYU SPS Division of Applied Undergraduate Studies.

STAY CONNECTED



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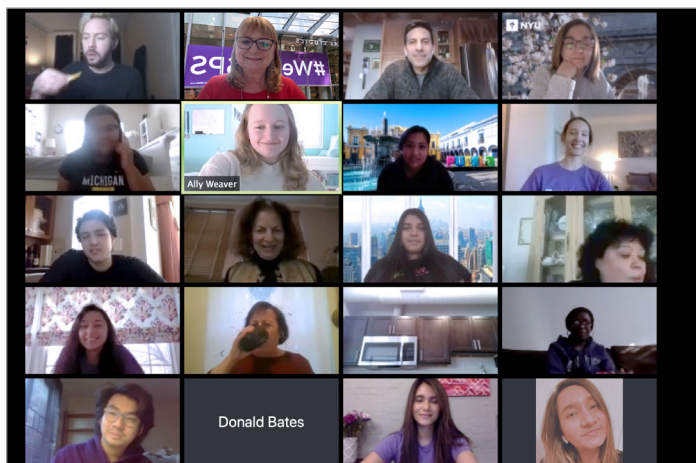
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NYU SPS AND UNIVERSITY EVENTS

NYU SPS Transforms the Global Village into the Global Table

For the past few years, the students of NYU SPS have celebrated the diversity and richness of our many cultures through **Global Village**, a student-run, vibrant festival held in the lobby of 7 East 12th Street, which showcases the foods, art, and traditions of our many backgrounds.

Due to COVID-19, it was not possible to hold this event onsite, but NYU SPS spirit and determination prevailed. Students altered things and created the **Global Table**, a communal, virtual feast, for which students and staff and faculty members gathered online to dine together and share their cultural heritage.



Associate Deans Sam Chandan and Anna Condoulis join students and staff for the first-ever virtual Global Table gathering. Photo Credit: Sue Wais



DAUS student Jonathan Antoshka proudly shows his special, homemade Global Table dish. Photo Credit: Sue Wais



Global Table

Friday, March 27, 5–6 p.m.

The spirit of Global Village thrives! Participants brought cultural foods and “quarantine creations” to our virtual table to share recipes and inspire one another.

Global Table: Holiday Edition

Thursday, April 9, 11 a.m.–noon and 5–6 p.m.

Holidays and traditions were the focus of these global gatherings. All prepared their favorite holiday dishes—or relayed stories about them—and shared family traditions around holidays such as Easter, Passover, and Ramadan. A Kahoot trivia game about international celebrations enhanced the atmosphere of a family gathering.

Global Memories

Saturday, April 25, 5–6 p.m.

The final Global Table gathering of the semester focused on travel. Participants shared memories of their homelands and remembrances of special trips, discussing destinations across the globe, all while dining of course!

This is the first year that students produced a Global Village Cookbook, sharing favorite family recipes. They would like it to become an annual tradition. To submit a recipe for Volume Two, visit <http://bit.ly/GV-cookbook>.

All-University Games

Once again, Team NYU SPS entered the All-University Games with enthusiasm, determination, and a wealth of creativity. This year, the School placed in the top five among 20 competitors. We placed over the top in spirit!



Dean Susan Greenbaum with NYU SPS students and staffers at the All-University Games.



Shamali Shahane and Kody Christiansen pose in front of the NYU SPS Banner "Professionals in Black," this year's NYU SPS All-University theme. (spoof of the film *Men in Black*). Photo Credit: Tien Nhat Nguyen



James Phillips, Maya Kwok, and others pull their weight during the All-University "Tug-of-War" competition.



University President Andrew Hamilton poses with Dean Susan Greenbaum and student leaders (left to right) Rachel Kim, Aleksandra Artyfikiewicz, and Kody Christiansen.

Winter Ball

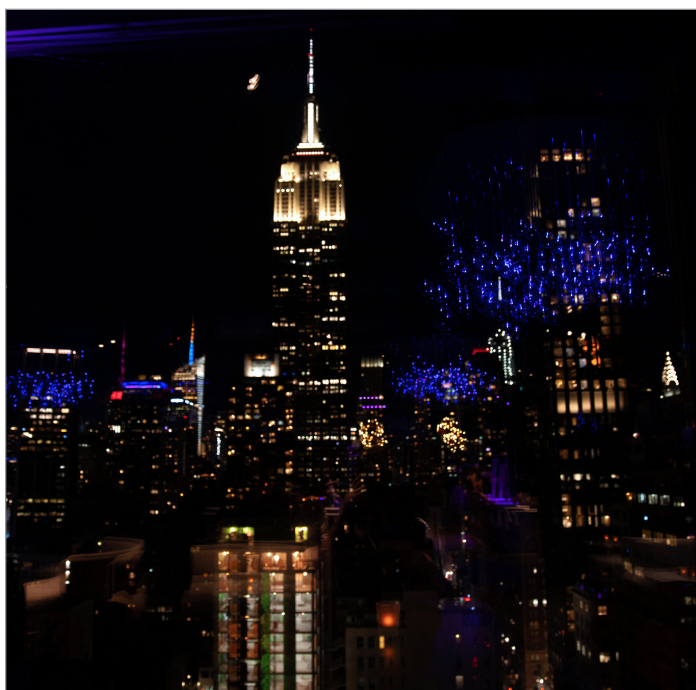
230 Fifth Rooftop, one of New York City's hottest venues, was the new location for Winter Ball, Fall 2019. It was a great success. With a fabulous view of the City, grads and undergrads gathered to celebrate the holiday season.



NYU SPS graduate students mingle over drinks and dancing.




"Under-21" pink bracelets do not deter NYU SPS undergrads from having a great time.



The spectacular view from the 230 Fifth rooftop.

RECOGNIZING YOUR ACCOMPLISHMENT

On behalf of the entire NYU SPS family, it is our sincere hope that you and your loved ones are all safe and well during these challenging times.



CONGRATULATIONS NYU SPS CLASS OF 2020

Courage, Creativity, and Community

GRADUATE CONVOCATION

The NYU SPS Graduate Convocation has been postponed.

Please join us for a virtual toast to honor our graduates on Monday, May 18, 2020 at 10:00 a.m. (EST).

[RSVP HERE](#)

[JOIN US VIRTUALLY ON THE DAY
OF THE CEREMONY](#)

UNDERGRADUATE CONVOCATION

The NYU SPS Convocation for Undergraduate Students has been postponed.

Please join us for a virtual toast to honor the class of 2020 on Thursday, May 21, 2020 at 10:00 a.m. (EST).

[RSVP HERE](#)

[JOIN US VIRTUALLY ON THE DAY
OF THE CEREMONY](#)