Dear Members of the NYU School of Professional Studies Community,

As we settle into familiar routines for the spring, please join me in reflecting on the accomplishments of our first semester as the School of Professional Studies (SPS). Our new name accurately captures the essence of our identity as providers of real-world knowledge, experience, and access to career-minded students in professional industries. This new designation was celebrated in early November when we hosted a groundbreaking event, which explored the relationship between education and industry. This conference was the first in a series of high-profile events that will highlight and herald the unique role of our School in the current complex landscape of higher education.

SPS is continuing its dedication to providing students with in-demand skill sets that are attractive to the industries they serve. Our new M.S. in Project Management, Advanced Digital Publishing Institute, and B.S. in Marketing Analytics are tangible results of this commitment. Enriching the experiences and services we offer is our priority. The new Veteran Resource Center (VRC) and Finish Line Scholarship Fund Race are both testaments of our recent enterprise. The newly formed School-wide alumni board will visibly assist in strengthening our ties to industry while maintaining bonds with students long after they graduate.

The above new initiatives complement some of our traditional fall semester successes, such as the Schack Institute of Real Estate hosting of its 47th Annual Conference on Capital Markets in Real Estate, the Center for Global Affairs celebrating its 10th anniversary, and the NYU Wasserman Center at SPS gathering students and employers for the 3rd annual networking night. The School of Professional Studies Sports and Society program partnered with NYU Abu Dhabi to deliver a world-class conference on embracing sports in the United Arab Emirates.

Much of what we have accomplished together so far in the 2014-15 academic year—the new initiatives and the ongoing events cited above—is a preview of the excitement to come. I look forward to continuing to work with all members of the School of Professional Studies community in making this year our most successful to date.

Dennis Di Lorenzo
Harvey J. Stedman Dean
NYU School of Professional Studies

NYU SCHOOL OF PROFESSIONAL STUDIES HOSTS INAUGURAL EVENT EXPLORING THE RELATIONSHIP BETWEEN INDUSTRY AND EDUCATION

At The Pierre on December 3, 2014, the NYU School of Professional Studies hosted the first in what is designed to be a series of thought-leadership events, focusing on the intertwining relationship between industry and education.

Dennis Di Lorenzo, Harvey J. Stedman Dean of the NYU School of Professional Studies, who envisioned the need for an open exchange of ideas on this timely topic, opened the forum by noting that within the next decade, Millennials will make up the majority of the workforce. “Modern job seekers act differently than those of previous generations,” he asserted. “Designing effective skill-building and job-training programs is essential for the high-speed, global economy of the 21st century.”

Lawrence Ingrassia, deputy managing editor of The New York Times, who served as moderator for the event, initiated an impassioned dialogue on the need for higher education to partner with industry and government on curriculum and career development. He led two panels of experts through discussions that explored the ways higher education must evolve to serve the workforce now and in the future, the reasons why corporate budgets for education and training are shrinking, how Millennials are changing the work environment, and the ways in which education and industry must collaborate to more effectively build a workforce ready for the challenges that lie ahead.

An engaged crowd of nearly 200 attendees listened attentively to the speakers. The first panel, “The Accountability Factor: Who’s in Charge of Workforce Readiness?,” featured (Continued on page 2)
NYU School of Professional Studies Hosts Inaugural Event Exploring the Relationship Between Industry and Education (continued)

Anthony P. Abbatiello, managing director, Accenture Strategy, and global human resources consulting lead; Alphonso David, deputy secretary and counsel for civil rights, Office of the New York State Governor; Rosemary Haefner, vice president of human resources, CareerBuilder; Lauren Weber, reporter, Careers and Workplace Issues, The Wall Street Journal; and Kathryn Wylde, president and CEO, Partnership for New York City.

Abbatiello expressed his belief that industry must focus on talent development strategies that are multidimensional and multichannel, and that incorporate modern technology such as distance learning. The panelists also discussed the necessity for Millennials to develop hard as well as soft skills.


On the educational front, Blackboard’s Bhatt noted, “It is important to link the population of learners to jobs, and that’s where educational institutions are failing.” For Goldman, “the classroom has content, but is not delivering in the ways that students need for the rest of their lives.” Added Stokes, “Today, degrees are a proxy for quality, they have a signaling value, but they don’t really tell you anything about skills.”

Lunch keynote speaker Lindsey Pollak, an expert on Millennials in the workplace and best-selling author of Becoming the Boss: New Rules for the Next Generation of Leaders and Getting from College to Career: Your Essential Guide to Succeeding in the Real World, delivered a lively presentation on the modern-day generational gap. “We are on the verge of a massive shift from the Boomer world to the Millennial world,” she declared, and described Millennials as “self-focused, fast-paced, digital natives, and global citizens,” who are influenced by their peers, seek customization to the individual, and want instant access.

The well-received event generated much thoughtful discussion among those who attended from higher education, workforce development, and government. Videos from each panel and from the lunch keynote can be viewed on the School’s website at: sps.nyu.edu/about/sps_events/industry_education.html.

ON THE WEB
For more information about NYU School of Professional Studies events, undergraduate and graduate programs, certificates, noncredit offerings, conferences, and faculty members, visit: sps.nyu.edu.

Get Social with the NYU School of Professional Studies!

Like us on Facebook (facebook.com/nyusps)
Follow us on Twitter (twitter.com/nyusps)
NEW M.S. IN PROJECT MANAGEMENT WILL LAUNCH IN FALL 2015

As an increasing number of global organizations begin to rely on project managers to oversee the flow of activities in the initiation, planning, and execution of projects, there has been an uptick in the demand for experienced project managers. According to the Project Management Institute (PMI), there will be 15.7 million new project management jobs available worldwide by 2020.

To meet this rising need, the NYU School of Professional Studies is launching the M.S. in Project Management in Fall 2015, pending approval from the NY State Education Department.

Noting that a survey of Project Management Professional (PMP) certified practitioners indicated that more than 30,000 of the respondents were considering enrollment in a graduate degree in the field, Dean Dennis Di Lorenzo and Vish Ganpati, director of Leadership, Technology Management, and Digital Arts, agreed the time was right to add the program to the cadre of professionally focused degrees currently offered by the NYU School of Professional Studies. “There is an increasing professionalization of the project management role across industries as well as the opportunity to develop a robust program of study at the graduate level,” said Dean Di Lorenzo. “Our goal is to lead in this growing field of specialization.”

Designed to prepare qualified individuals for project management roles within commercial, governmental, and nongovernmental organizations, the new degree program will focus on cutting-edge practices, principles, and methodologies associated with the science of project management. “The program’s curriculum stresses management and leadership concepts and complements students’ existing business and technical expertise,” noted Ganpati.

The new degree’s core curriculum will focus on a wide range of relevant topics including: organizational leadership and change, ethics, intercultural business communication, and principals of project management. After completing the core, students will have the option to immerse themselves in specialized courses in areas from agile project management to project risk analysis and quality assurance. A capstone in enterprise project management will complete their course of study.

To accommodate busy schedules, classes will be delivered on-site, online, and through a blended approach. Students will be able to complete the degree in just one year of full-time study, or at a slower pace if they so desire.

NYU SCHOOL OF PROFESSIONAL STUDIES SCHACK INSTITUTE OF REAL ESTATE STUDENTS STUDY AWAY IN AUSTIN, TEXAS

During the course of their graduate education, students enrolled in the NYU School of Professional Studies Schack Institute of Real Estate have ample opportunity to learn from and to network with real estate professionals from across the country and around the world. This past semester, 15 students, along with Roberta Reichgelt, assistant director of programs, and Clinical Assistant Professor Dan Pryor, visited Austin, Texas, during Columbus Day weekend to learn more about this capital city.

“The choice of Austin for our fall break study trip offered our students a first-hand look at a rapidly growing and successful medium-sized American city,” said Schack Divisional Dean Rosemary Scanlon. “Of course Austin is the home of The University of Texas, Dell, and Whole Foods Market, and is considered a burgeoning center of country and popular music,” Scanlon added, “however, it also is erecting new Class A office buildings, a major mixed-use center by the river that is being developed by a Schack alumnus, and it is transforming an older airport into a new community.”

Through the auspices of alumnus Bill McCann (’04) of Bury, Inc., the group made a site visit to a public/private development in downtown Austin’s Seaholm District, where he is the project manager. They toured an old power plant at the site that is being transformed into multifamily residential and commercial space, including a new public library. In addition, they had the opportunity to gain insights from the developer, the transaction attorney, the construction firm, and the residential lender.

Another project on the itinerary was the old Mueller Airport, which the city and the development firm Catellus are transforming into a 700-acre, mixed-use community with residential neighborhoods, retail space, and offices.

The group also visited The Domain District, where multifamily housing units and commercial spaces for the high-tech sector are being developed; and the Lone Star Court, a trendy boutique hotel that accommodates the younger crowd visiting Austin for business and/or leisure. They also met with private equity firms in real estate including Cypress Real Estate Advisors; Alliance Residential Company; Pennybacker Capital, LLC; and Hawkeye Partners, LP. They joined students from the Real Estate Finance and Investment Center within the McCombs School of Business at The University of Texas at Austin for an evening of networking.

“This trip was a very successful way of promoting the School and its master’s degree programs to a new market,” noted Reichgelt. “Many of the firms we met with had heard of NYU, but were unaware of the real estate degree programs offered by the NYU School of Professional Studies. This excursión definitely put the School on the map as a place to become well educated in real estate.”

Upcoming trips scheduled include Panama City, March 14-19; Shanghai, March 15-22; and Vienna and Bucharest, March 15-21.
NEW PROGRAMS FOR VETERANS AT THE NYU SCHOOL OF PROFESSIONAL STUDIES PROVIDE CRITICAL SERVICES AND EDUCATIONAL OPPORTUNITIES

Transitioning from the military back to civilian life can sometimes prove challenging for those who have served in the armed forces. As an increasing number of veterans take advantage of the Post-9/11 GI Bill and return to school to earn their degrees and begin their new lives, they often find it difficult to navigate through unfamiliar benefits available to them and requirements they must fulfill to pursue an education at the undergraduate or graduate level. Recognizing this, the NYU School of Professional Studies is introducing two programs that will help to support veterans in making a smooth transition on the road to fulfilling their academic and professional goals.

“In across this University, there are hundreds of veterans already enrolled in degree programs, who are taking advantage of all that NYU has to offer,” said Dennis Di Lorenzo, Harvey J. Stedman Dean of the NYU School of Professional Studies. “With a population of over 85,000 Iraq and Afghanistan veterans living in New York State, and with the School’s unique blend of rigorous academics and professionally focused curricula, we have the opportunity to provide veterans with the knowledge and the skills they need to succeed now and throughout their lifetime.”

Under the dean’s leadership, two initiatives are being launched in 2015. The Veteran Resource Center (VRC), set to open in early 2015, is the first comprehensive program of its kind at NYU. The Center will provide educational benefits, academic counseling, and veteran-specific services and referrals, including career guidance, in collaboration with the NYU Wasserman Center for Career Development at the NYU School of Professional Studies.

In Fall 2015, the School will launch the Student Veteran Excellence Program (SVEP), a cohort-based, credit-bearing certificate program that will focus on developing transferable skills, acquired during military service, into professional assets that promote career advancement. The curriculum will include courses on critical thinking, academic and professional writing, and professional and career development.

Rebecca Andersen, director of the SVEP and the VRC, explained that these initiatives are not meant to segregate veterans from other students, but to help integrate them into campus life. “Veterans just happen to come to campus with a different life experience than that of students who have not served in the military,” she asserted. “Our goal is to take that valuable military experience, build upon it, and provide the veterans who enroll in our programs with the tools they need to parlay their skills into a meaningful and rewarding career.”

“The School of Professional Studies has more student veterans than any other school within NYU,” Andersen added. “There were 89 student veterans (52 undergraduate and 37 graduate) enrolled in the School taking advantage of Veteran Affairs educational benefits during the Fall 2014 semester—the majority using the Post-9/11 GI Bill. In addition, four veterans were enrolled in non-credit courses.”

For more information about the SVEP and the VRC, visit sps.nyu.edu/veterans.

NYU SCHOOL OF PROFESSIONAL STUDIES CENTER FOR GLOBAL AFFAIRS ESTABLISHES NEW INITIATIVE FOR THE STUDY OF EMERGING THREATS TO FOCUS ON NONTRADITIONAL SECURITY

As the world becomes more and more tumultuous, there is an increasingly keen interest in emerging, nontraditional security challenges, which extend beyond the existing scholarship to various “soft” security issues including crime, corruption, disorder, and human trafficking. To that end, Clinical Professor Mark Galeotti, a world-renowned transnational security expert who teaches in the NYU School of Professional Studies Center for Global Affairs, has established the Initiative for the Study of Emerging Threats (ISET). Dr. Galeotti, who has conducted extensive research in the areas of transnational crime, organized crime, Russian politics and history, and intelligence, and who has served as a consultant to various government, commercial, and law enforcement agencies, sees this new initiative as an extension of his research and the work of the Center for Global Affairs. Beyond military threats, this new endeavor will focus on crime, including the trafficking of drugs, people, and weapons; financial crime and money laundering; corruption and its impact on aid, development, and governance, terrorism and insurgency; cybercrime, cyberwar, and cyberterrorism; information warfare and subversion; and the increasing use of covert means and nonstate agents by states. A soft launch occurred in Fall 2014, with a more fully developed program that will include student research, public events, grant solicitation, and the development of a website, anticipated in Spring 2015.
NYU SCHOOL OF PROFESSIONAL STUDIES TO HOST 5K RUN TO RAISE SCHOLARSHIP FUNDS

This spring, the Office of the Dean will host The Finish Line Scholarship Fund Race. This 5K run will be dedicated to raising scholarship funds for degree completion for NYU School of Professional Studies students in financial need. The race is scheduled to take place at Pier 46 in Manhattan, pending approval from the Hudson River Park Trust. Open to all students, alumni, faculty and staff members, and friends of the School, the race will provide a wonderful opportunity for the NYU School of Professional Studies community to help students cross the educational finish line. Final details will be announced soon.

NYU SCHOOL OF PROFESSIONAL STUDIES CENTER FOR PUBLISHING LAUNCHES ADVANCED DIGITAL PUBLISHING INSTITUTE

Following the overwhelming success of the Advanced Publishing Institute, a comprehensive, two-day educational program for publishing professionals, the NYU School of Professional Studies Center for Publishing will launch the Advanced Digital Publishing Institute (ADPI). Beginning March 1, 2015, this highly specialized program will offer a series of online courses designed for mid-to senior-level book publishing managers and executives in the U.S. and abroad, to help them increase their digital knowledge and to learn new strategies.

ADPI will consist of concentrated, four-week online courses that are supplemented by lectures and interactive learning, and that are supported by key readings. Small class size will encourage interaction with professors and with publishing peers. Each course will consist of two-and-a-half hours of study weekly: one hour of lecture and one hour of group and interactive projects, with a half hour reserved for questions for the professor and virtual office hours.

Three introductory courses will be offered upon launch of the program, with additional courses delivered as the program grows and matures. They include Discoverability: Four Steps to Success, Advanced Social Media Intensive, and Book Business Transformation: New Methods and Models. Content development for the program is based upon industry demand and the needs of students, ensuring that what is taught online is immediately applicable in the workplace.

Faculty members include Matt Baldacci, vice president of marketing for the trade publishing division of Scholastic, Inc.; Peter Balis, vice president and director of business development and global digital books at John Wiley & Sons Inc.; and Kristin Fritz, senior director of content marketing in the digital operations group at Penguin Random House.

For further information, e-mail adpi@nyu.edu or visit the ADPI website at: sps.nyu.edu/publishing/adpi.

OFFICE OF FACULTY AFFAIRS LAUNCHES NEW WEBSITE

This past fall, the Office of Faculty Affairs launched a new website that serves to provide faculty members with up-to-date information and opportunities to become involved in the School of Professional Studies community, as well as an overview of faculty resources and important announcements. The site currently features detailed information, including minutes of the School-wide committees, as well as a list of the School’s representatives to the University-wide committees.

Throughout the academic year, faculty members have the opportunity to speak with Dean Di Lorenzo at numerous gatherings organized through the Office. In addition, the Center for Academic Excellence and Support (CAES) has developed a series of workshops to enhance faculty members’ professional development. Lists of Office of Faculty Affairs events and CAES workshops are available on the site.

Other sources of helpful information, including policies, forms, and a School organizational chart, are available for reference and use as well.

The Office is eager to learn about faculty accomplishments and to share them with the School of Professional Studies community. It will soon launch a new “Faculty Highlights” section that will feature stories about the professional and academic successes of faculty members.

The site is located within the faculty section of the School’s main website. We invite you to visit the site, to bookmark it, and to check back frequently for updates throughout the academic year.

OFFICE OF THE DEAN TO HOST 5K Run to Raise Scholarship Funds

This spring, the Office of the Dean will host The Finish Line Scholarship Fund Race. This 5K run will be dedicated to raising scholarship funds for degree completion for NYU School of Professional Studies students in financial need. The race is scheduled to take place at Pier 46 in Manhattan, pending approval from the Hudson River Park Trust. Open to all students, alumni, faculty and staff members, and friends of the School, the race will provide a wonderful opportunity for the NYU School of Professional Studies community to help students cross the educational finish line. Final details will be announced soon.

OFFICE OF FACULTY AFFAIRS LAUNCHES NEW WEBSITE

This past fall, the Office of Faculty Affairs launched a new website that serves to provide faculty members with up-to-date information and opportunities to become involved in the School of Professional Studies community, as well as an overview of faculty resources and important announcements. The site currently features detailed information, including minutes of the School-wide committees, as well as a list of the School’s representatives to the University-wide committees.

Throughout the academic year, faculty members have the opportunity to speak with Dean Di Lorenzo at numerous gatherings organized through the Office. In addition, the Center for Academic Excellence and Support (CAES) has developed a series of workshops to enhance faculty members’ professional development. Lists of Office of Faculty Affairs events and CAES workshops are available on the site.

Other sources of helpful information, including policies, forms, and a School organizational chart, are available for reference and use as well.

The Office is eager to learn about faculty accomplishments and to share them with the School of Professional Studies community. It will soon launch a new “Faculty Highlights” section that will feature stories about the professional and academic successes of faculty members.

The site is located within the faculty section of the School’s main website. We invite you to visit the site, to bookmark it, and to check back frequently for updates throughout the academic year.

OFFICE OF THE DEAN TO HOST 5K Run to Raise Scholarship Funds

This spring, the Office of the Dean will host The Finish Line Scholarship Fund Race. This 5K run will be dedicated to raising scholarship funds for degree completion for NYU School of Professional Studies students in financial need. The race is scheduled to take place at Pier 46 in Manhattan, pending approval from the Hudson River Park Trust. Open to all students, alumni, faculty and staff members, and friends of the School, the race will provide a wonderful opportunity for the NYU School of Professional Studies community to help students cross the educational finish line. Final details will be announced soon.
NEW NYU SCHOOL OF PROFESSIONAL STUDIES ALUMNI BOARD FORMED TO STRENGTHEN TIES TO INDUSTRY AND BUILD A MORE INCLUSIVE ALUMNI COMMUNITY

As the NYU School of Professional Studies continues to reposition itself as a degree-granting educational institution that fuses rigorous academic content with industry focused curricula, it also will seek to encourage a more inclusive and comprehensive relationship with its alumni, who are a cornerstone of its success.

In addition to spearheading its recent name change and rebranding efforts, Dean Dennis Di Lorenzo has worked to form a School-wide alumni board that will play a key role in guiding activities and in engaging alumni. The new board, consisting of prominent leaders in their industries, will serve to keep the School apprised of industry trends and opportunities; assist with fundraising efforts; create cross-disciplinary networking opportunities; liaise with the program-specific alumni boards; and foster relationships and encourage collaboration among alumni on a local, national, and global level.

Noting that the School’s alumni community numbers more than 28,000 individuals from a wide variety of backgrounds and areas of professional specialization, Dean Di Lorenzo commented, “Our graduates play significant roles in their respective fields across the nation and around the world. We are committed to strengthening and growing this dynamic and invaluable leadership network.”

The School-wide board will work closely with chapter alumni leaders, who are—according to Anna Condoulis, associate dean of student affairs, alumni relations, and events—doing exceptional work. “They are the key to helping us to cultivate our alumni and to offer program-specific professional panels and networking events,” she acknowledged. “What is new, is that they will now have added support and a valuable resource in the School-wide board.”

Alumni with outstanding professional accomplishments and industry expertise were invited to serve on the new board for a two-year term. They include:

**Gary Budge** (‘99), M.S. in Hospitality Industry Studies; principal, Budge & Co, LLC; adjunct assistant professor of Hospitality, NYU School of Professional Studies Tisch Center for Hospitality and Tourism; former member, Tisch Center Advisory Board

**David Hirsch** (‘90), M.S. in Real Estate; managing director, Real Estate Asset Management Group, Blackstone; chairman, NYU School of Professional Studies Alumni Board; member, Schack Institute of Real Estate Advisory Board

**Michael Kaplan** (‘03), M.S. in Direct and Interactive Marketing; senior vice president and group account director, Geometry Global

**Denis Kelly** (‘06, ‘91), M.S. in Management and Systems, B.S. in Marketing (NYU Stern School of Business); senior vice president, planning, Tommie Copper Inc.

**Stacy Lauren Musi** (‘02), B.A. in Social Sciences; managing director, Chadick Ellig, Inc.

**Enoch Lawrence** (‘00), M.S. in Real Estate; managing principal, Community Capital Partners, Inc.

**Rita Levitt-Jakubowski** (‘08), B.A. in Social Sciences; family wealth manager, Morgan Stanley; member, Paul McGhee Alumni Committee

**Carlos Manzano** (‘09, ‘03), M.S. in Public Relations and Corporate Communication, M.P.A. in Policy Management (NYU Wagner); independent marketing consultant; adjunct instructor of marketing and public relations, NYU School of Professional Studies

**Sean O’Shea** (‘06), M.S. in Real Estate; managing partner, Sienna Capital Partners LLC; former member, Schack Institute of Real Estate Alumni Board

**Lavinei Savu** (‘99, ‘07), M.S. in Publishing, M.B.A. in General Management (NYU Stern School of Business); assistant managing editor, InStyle, Time Inc.; adjunct instructor of publishing, NYU School of Professional Studies Center for Publishing

**Michael Talansky** (‘05), B.S. in Hotel and Tourism Management; vice president, La Bottega dell’Albergo; active in NYU Alumni community on the West Coast

**John Tenwinkel** (‘08), M.A. in Graphic Communications Management and Technology; director of Dscoop University, Digital Solutions Cooperative; secretary, NYU School of Professional Studies Alumni Board, member, Division of Programs in Business Alumni Board

Alumni: Stay Connected to the NYU School of Professional Studies Community

The NYU School of Professional Studies Office of Alumni Relations invites you to participate in our growing, worldwide alumni community. You can discover opportunities to reconnect with former classmates and faculty mentors, forge new affiliations, access timely information about your field of study and areas of academic and professional interest, further your career development, and meet current students and faculty members. We invite you to stay in touch, attend our events, and take advantage of the many benefits the School offers to alumni.

To stay connected and continue to receive the latest information, be sure to update your contact information. The NYU alumni database is the online home of over 450,000 NYU alumni worldwide. Visit alumni.nyu.edu to update your profile, search the alumni directory, access career resources, benefits, and much more.

Or go to [http://bitly.com/NYU-SPS-AlumniUpdate](http://bitly.com/NYU-SPS-AlumniUpdate) and we will make the updates to the database for you.
NYU SCHOOL OF PROFESSIONAL STUDIES SPORTS AND SOCIETY PROGRAM COLLABORATES WITH NYU ABU DHABI TO PRODUCE A CONFERENCE THAT FOCUSED ON THE LEGACIES OF SPORTS EVENTS IN THE UAE


Over the last five years, the UAE has hosted several global elite sports events, bolstering the country’s domestic success and enhancing its international identity. In the coming years, the UAE will continue to augment domestic sports participation and infrastructure, engage international fans, and expand media coverage while navigating critical challenges that include gender equality and injury-related health risks.

Under the patronage of H.E. Sheikh Nahyan bin Mubarak Al Nahyan, minister of culture, youth, and community development, and in partnership with the Abu Dhabi Sports Council and the NYU School of Professional Studies Sports and Society Program, the NYU Abu Dhabi (NYUAD) campus was the site of a conference that focused on identifying the risks and discussing the legacies of mega sports events across the UAE.

Bringing together international sports luminaries, including Omar Nour, the first Egyptian professional triathlete, Tamika Catchings, professional basketball player, WNBA’s Indiana Fever, and Cameron Myler, a four-time Olympian in luge; sports business leaders such as Knut Frostad, chief executive officer, Volvo Ocean Race, Ferran Soriano, chief executive officer, Manchester City Football Group, and Aref Hamad Al Awani, general secretary, Abu Dhabi Sports Council; top government officials including H.E. Sheikh Nahyan bin Mubarak Al Nahyan, minister of culture, youth, and community development, UAE; and sports broadcast professionals such as Lesley Visser, sports journalist, CBS Sports, the UAE has positioned itself as both a regional and a global force in the world of sports. From association football—including the purchase of Manchester City FC—to hosting championship golf, rugby, tennis, and Formula 1 racing, there is a growing sense of momentum and great pride that has served to elevate and to define this county in the eyes of the world,” noted Miller. “This conference explored the opportunities made available, and the challenges posed, when building and growing an elite sports culture domestically and internationally.”


NYU SCHOOL OF PROFESSIONAL STUDIES LAUNCHES NEW B.S. IN MARKETING ANALYTICS

A new undergraduate program is being added to the professionally focused degree programs offered by the Paul McGhee Undergraduate Division. The B.S. in Marketing Analytics is currently accepting applications from transfer students and adult learners for this coming fall. One of the only undergraduate degrees of its kind in the country, the program provides a solid foundation in marketing analytics that focuses on the most current and relevant topics including data warehousing and data mining, CRM, data visualization, web analytics, social media marketing and analytics, and marketing analytics. Taught by top industry experts, this innovative program of study will offer the skill sets and the knowledge base that will position graduates for a range of career opportunities in a field that will drive the future of marketing and business on a global scale. For more information, visit sps.nyu.edu/mcghee/marketinganalytics.
### ADVISORY BOARD MEMBER SPOTLIGHT

**Ricelle “Bunny” Grossinger, a Pioneer in Hospitality and Travel Marketing, and an Ardent Supporter of the NYU School of Professional Studies Tisch Center for Hospitality and Tourism**

The NYU School of Professional Studies Tisch Center for Hospitality and Tourism has a dedicated and ardent supporter in Ricelle “Bunny” Grossinger, known internationally for her contributions to the hospitality industry and for supporting philanthropic causes.

Mrs. Grossinger has been a member of the Tisch Center’s Advisory Board since its inception in 1995, as well as a generous benefactor of the Center’s programs. In addition, she has an active connection with the School’s George H. Heyman, Jr. Center for Philanthropy and Fundraising, for which she is an advisory board member and has developed classes on community-based philanthropy.

“My on-going commitment to the NYU School of Professional Studies Tisch Center is renewed every year I meet the students, and the faculty and staff members who are dedicated to making the Center the leading educational home for tourism and hospitality in New York City,” said Mrs. Grossinger. “It is a constant source of joy to me to work on behalf of all the young people who aspire to our profession.”

Mrs. Grossinger’s career has spanned nearly 50 years in hospitality and travel marketing. Starting at the Grossinger Hotel and Country Club in the convention and sales department, Mrs. Grossinger went on to work on project development for Global Four Star Tours, Global of London, and Encore Travel Marketing. She then joined the State University of New York as an international academic program coordinator. She currently has her own consulting firm, Bunny Grossinger Enterprises.

Mrs. Grossinger has been recognized repeatedly for pioneering the opening of U.S. travel markets abroad and has been cited for recognizing the onset of segmented markets—most notably her work involving women business travelers, which resulted in cooperating with Cornell University to host the first Woman Business Traveler Conference in Ithaca, NY.

"Mrs. Grossinger has been a role model to students and members of the Tisch Center community, not only for her past successes and her commitment to the program, but for her continuous intellectual curiosity, her relentless advocacy for promoting our program, and for her great sense of humor," said Clinical Associate Professor Donna Quadri-Felitti, academic chair of the School’s hospitality and tourism programs. "We all admire Bunny; she is not unlike that famous ad with another bunny in it, she keeps going and going and going!"

The Tisch Center has recognized Mrs. Grossinger’s extraordinary contribution to the profession as well as her financial support of the Center’s programs in two ways. The Ricelle “Bunny” Grossinger Hospitality Award is presented annually to the master’s and bachelor’s degree students who display the greatest potential for leadership in the hospitality and tourism industry. The Center also developed the Ricelle “Bunny” Grossinger Distinguished Lecturer Series in Tourism Management in recognition of her accomplishments in tourism marketing and her commitment to tourism and hospitality higher education. Among those industry luminaries who have participated in this renowned lecture series are Gary Loveman, Caesars Entertainment Corporation chairman, CEO, and president; George Fertitta, former NYC & Company CEO; Raymond N. Bickson, former Taj Hotels Resorts and Palaces CEO; David Neeleman, JetBlue Airways Corporation founder; and others.

Long active in community affairs, Mrs. Grossinger served on the New York State Tourism Advisory Board through two administrations. She also served on the New York State Job Training Partnership Council, the U.S. Congressional Tourism Caucus Advisory Board, and the NY State Governor’s Economic Advisory Board, as well as on the Port Authority Gateway Task Force. In 1981, Mrs. Grossinger received the Travel Industry of America Award for Woman of the Year, and was awarded an honorary doctorate from Johnson & Wales University in 1984. In addition, Mrs. Grossinger was the 2002 recipient of the Hotel Sales Marketing Association International’s Winthrop W. Grice Lifetime Achievement Award and the 27th recipient of the Albert E. Koehl Award. She also has been a long-time supporter of the NYU Bronfman Center for Jewish Student Life and has served on the Advisory Board of NYU’s Casa Italiana.

### ADMINISTRATION UPDATES

**Scott Stimpfel Appointed Associate Dean of the NYU School of Professional Studies Division of Programs in Business**

Scott Stimpfel, Ed.D., has been appointed associate dean of the NYU School of Professional Studies Division of Programs in Business and clinical assistant professor of Business Studies. Beginning in March 2015, he will oversee all programs in the Division, including human resources, technology, communications, finance, marketing, public relations, and leadership. He will lead the Division in creating innovative curricula, engaging industry partners, and attracting high-quality students from around the world. As part of the dean’s leadership team, he will work closely with the dean on the strategic vision for the Division.

Prior to joining the NYU School of Professional Studies, Stimpfel was the assistant dean of student engagement and innovation at the NYU Stern School of Business Undergraduate College. In this role, he led a team that served over 2,500 students, focusing largely on student professional development initiatives. In addition, he strengthened relationships with alumni, corporate executives, and industries; worked closely with the NYU Wasserman Center for Career Development; and engaged faculty members. Before joining NYU, Stimpfel was director of educational initiatives at Knowledge@Wharton, the online business analysis journal of The Wharton School, University of Pennsylvania. From 2004-2008, he served as vice president in the Esoteric Assets and Residential Mortgage Finance divisions at Lehman Brothers Inc. In addition to his professional experience, he has taught graduate and undergraduate courses at NYU Stern and at the University of Pennsylvania.

Stimpfel also cofounded Resources for Educational and Employment Opportunities (REEO), a nonprofit organization that served hundreds of
low-income community college students in multiple states during their transition from community colleges to universities. In 2010, he was the recipient of the NYU Stern Satter Social Entrepreneur of the Year Award and the Manhattan Institute for Policy Research Social Entrepreneur of the Year Award.

Stimpfel earned a B.S. in Business Administration from the University of Southern California, an M.B.A. from the NYU Stern School of Business, and an Ed.D. from the University of Pennsylvania.

Renowned Legal Scholar Arthur R. Miller Named Associate Dean and Director of the Tisch Institute for Sports Management, Media, and Business

The NYU School of Professional Studies has named Arthur R. Miller, LL.B.—one of the nation’s most distinguished legal scholars in the areas of civil procedure, copyright and unfair competition, and privacy, as well as a renowned commentator on the law and society—as the new associate dean and director of the School’s Tisch Institute for Sports Management, Media, and Business.

Professor Miller is a University Professor at NYU, where he currently teaches at the NYU School of Law, serves as director of Public Dialogues for the NYU School of Professional Studies, and is chairman and founder of the NYU School of Professional Studies Sports and Society program.

In his new role, he will oversee the development of several courses of study that will be added to the Tisch Institute’s existing sports management graduate, undergraduate, and noncredit programs to ensure that its offerings represent the vast breadth of sports-related careers that now exist, and that cater to the needs of professionals in a competitive career environment.

Under his leadership, the Institute also will expand upon the foundational work of the NYU School of Professional Studies Sports and Society program, which is dedicated to examining the meaning, morality, and global impact of sports in an intensive and interdisciplinary fashion, and will reinforce its role as the leading academic think tank on sports as a societal force.

Prior to joining NYU, Professor Miller was the Bruce Bromley Professor of Law at Harvard University, where he taught for 36 years. He is nationally known for his work in the field of civil procedure, and is coauthor with the late Charles Alan Wright of Federal Practice and Procedure, a comprehensive coverage of all aspects of federal civil, criminal, and appellate procedure. He has moderated Socratic dialogues for several PBS series, and won the Hebraic Union College Doctor of Humane Letters for her commitment to Jewish causes from the Hebrew Union College-Jewish Institute of Religion.

Naomi Levine to Step Down as Executive Director and Chair of the NYU School of Professional Studies George H. Heyman, Jr. Center for Philanthropy and Fundraising

In September 2015, after 15 years of leading the NYU School of Professional Studies George H. Heyman, Jr. Center for Philanthropy and Fundraising, Naomi Levine will step down as its executive director and chair. She will then dedicate more time to students and the classroom, including teaching her popular graduate course “Ethics, the Law, and Board Governance of Nonprofit Organizations.”

a subject area in which she is a leading expert. She also will teach non-credit courses on philanthropy and fundraising. In addition, she will focus her efforts on raising money for scholarships for graduate students enrolled in the M.S. in Fundraising and Grantmaking, and she also will serve as a consultant to the NYU School of Professional Studies Office of the Dean and to the new executive director of the Heyman Center.

Prior to assuming the role of executive director for the Heyman Center, for 22 years, Mrs. Levine served as senior vice president for external affairs at NYU. In this capacity, she was responsible for development and fundraising; press and public relations; alumni relations; and all special events relating to and involving alumni, trustees, and donors. During her tenure, NYU transitioned from a commuter school at the brink of bankruptcy in the late 1970s, to successfully completing its first billion-dollar fundraising campaign in the late 1990s.

Before joining NYU, Mrs. Levine was the national executive director of the American Jewish Congress, an organization concerned with the political, social, and economic needs of Jews in the United States and abroad. She was the first woman to hold this position. For many years, she was an assistant professor in race relations at John Jay College of Criminal Justice (CUNY).

Mrs. Levine is a graduate of Columbia Law School (’48), where she was an editor of its Law Review. She is an expert in constitutional law as it relates to civil rights, civil liberties, church-state separation, discrimination, and the rights of minorities. She also founded, and for over 20 years, ran Camp Greylock for Girls, a summer camp on Raquette Lake in the Adirondacks.

In 2005, Mrs. Levine received the NYU Presidential Medal, which was signed by three University presidents—John Brademas, the late L. Jay Oliva, and John Sexton. Additionally, in 2013 she received an honorary Doctor of Humane Letters for her commitment to Jewish causes from the Hebrew Union College-Jewish Institute of Religion.

Angela Ambrosini Appointed Director of Strategic Communication, Marketing, and Media Management Programs

An accomplished marketing director and educator who has trained employees at Fortune 500 companies including The McGraw-Hill Companies, Time Inc., and Christie’s in marketing, digital processes, strategies, and graphic software, Angela Ambrosini has been named the director of the NYU School of Professional Studies Strategic Communication, Marketing, and Media Management programs.

Her specialties include multimedia design methodologies, user experience, user interface design, information architecture, and branding architecture, among others.

A forward thinker, who brings a broad perspective to brand, media, editorial, new initiatives, and promotional development, Ambrosini comes to the NYU School of Professional Studies from her position as the creative/marketing director at American Camp Association, Inc., where she led all design and marketing efforts nationwide. Previously, she served at Christie’s auction house as associate vice president and creative director, and as manager for creative services at ARTstor, a nonprofit arts education organization.

Her teaching experience includes serving as an adjunct instructor in design and marketing principles in the School’s Paul McGhee Undergraduate Division and the Center for Advanced Digital Applications (CADA), and at Southern New Hampshire University.

Ambrosini earned a B.S. in Journalism and Graphic Design from St. John’s University and an M.A. in Graphic Design from Savannah College of Art and Design. She recently published a chapbook, Flush Me Freddy, through Black Lawrence Press.
2015 NYU SCHOOL OF PROFESSIONAL STUDIES CONVOCATION

In addition to the University Commencement ceremony, the NYU School of Professional Studies hosts two separate Convocation events, one for its graduate and one for its undergraduate students and their guests.

Convocation for Graduate Students
Date: Sunday, May 17, 2015
Location: The Theater at Madison Square Garden (7th Avenue and 32nd Street)
Schedule:
8.00 a.m. – Guest seating opens in The Theater
9.00 a.m. – Ceremony begins
11.30 a.m. – Ceremony concludes

Convocation for Undergraduate Students
Date: Monday, May 18, 2015
Location: Grand Hyatt New York (109 East 42nd Street, Park Avenue at Grand Central Terminal)
Schedule:
5.00 p.m. – Guest seating opens in the auditorium on the Ballroom Level. Line-up for students begins on the Conference Level.
6.00 p.m. – Ceremony begins
7.30 p.m. – Ceremony concludes

For the latest information regarding the 2015 Commencement Events, including the NYU School of Professional Studies Convocation, NYU Grad Alley, and the NYU Commencement Exercises, please visit sps.nyu.edu/convocation.

UPCOMING NYU SCHOOL OF PROFESSIONAL STUDIES EVENTS

February 17, 2015
Center for Global Affairs
Fueling Our Future – Going North: Leadership in the Arctic
Woolworth Building
sps.nyu.edu/cga.events

February 25, 2015
All-University Games*
Coles Sports Center
bit.ly/SPS-Team

February 26, 2015
Schack Institute of Real Estate
Annual Conference on Sustainable Real Estate
NYU Kimmel Center, Rosenthal Pavilion
sps.nyu.edu/sbeconference

March 5, 2015
Center for Global Affairs
Bad Company: Conversations about the New Global Underworld
Warships for Hire: Piracy and the Return of Mercenary Navies
Woolworth Building
sps.nyu.edu/cga.events

March 6, 2015
NYU Wasserman: Experience Professionals Breakfast*
7 East 12th Street, 5th Floor Lounge
sps.nyu.edu/career/students.html

March 11, 2015
Center for Global Affairs
Newsmakers: Perspectives in Global Media with Alexis Gelber
David Gelber – Years of Living Dangerously: Documenting Climate Change
Woolworth Building
sps.nyu.edu/cga.events

March 12, 2015
On The Town – Hosted by the Office of Student Affairs*
Cabaret – On Broadway
Studio 54
Spaced is limited. For more information, contact sps.studentlife@nyu.edu.

March 27, 2015
NYU Wasserman: Mock Interview Madness*
7 East 12th Street
sps.nyu.edu/career/students.html
and log into NYU CareerNet

April 8, 2015
Schack Institute of Real Estate
19th Annual REIT Symposium
The Pierre
sps.nyu.edu/reit

April 9, 2015
NYU Wasserman: Succeeding In Your Internship for International Students*
7 East 12th Street
sps.nyu.edu/career/students.html
and log into NYU CareerNet

April 18, 2015
NYU Wasserman: Find & Follow Your Passion Conference*
7 East 12th Street
sps.nyu.edu/career/students.html
and log into NYU CareerNet

April 24, 2015
NYU School of Professional Studies
Student Spring Gala
Edison Ballroom
For more information, contact sps.studentlife@nyu.edu.

April 28, 2015
Center for Global Affairs
In Print with James F. Hoge, Jr.
Christopher Woods – Sudden Justice: America’s Secret Drone Wars
Woolworth Building
sps.nyu.edu/cga.events

For a full list of our upcoming information sessions, events, and conferences, please visit sps.nyu.edu/events.

*Only open to current graduate and undergraduate students
**RECENT NYU SCHOOL OF PROFESSIONAL STUDIES EVENTS**

### 47th Annual Conference on Capital Markets in Real Estate

“The Millennial Real Estate Generation: Cyber Age Approach to Investing, Financing, Shopping, and Living” was the theme of the 47th Annual Conference on Capital Markets in Real Estate, hosted by the NYU School of Professional Studies Schack Institute of Real Estate in November 2014 at The Pierre. Among the timely panel discussions on the agenda, the Conference presented its annual *NYC: We Are the Golden Apple* panel, which focused on the challenges and opportunities for continued supremacy in real estate markets. Panelists included New York City real estate heavyweights (from left to right below) Stephen M. Ross, chairman and founder, Related Companies; William C. Rudin, vice chairman and chief executive officer, Rudin Management Company, Inc.; Mary Ann Tighe, chief executive officer, New York Tri-State Region, CBRE, Inc.; James D. Kuhn, president, Newmark Grubb Knight Frank, advisory board chairman, Schack Institute; Robert S. Blumenthal, managing director, Deutsche Bank Securities Inc. (moderator); William L. Mack, founder and chairman, Mack Real Estate Group; and Gary Barnett, president and founder, Extell Development Company.

*Photo Credit: NYU Photo Bureau/Elena Olivo*

### The Center for Global Affairs Celebrates 10th Anniversary

The NYU School of Professional Studies Center for Global Affairs (CGA) hosted a special 10th anniversary event, “The Global Challenges of the Next 10 Years: Do Today’s Lessons Apply?” in October 2014. The evening opened with Gideon Rose, editor of Foreign Affairs, providing an overview of the extraordinary challenges to global peace and security the world has seen over the past decade. The event also featured an interactive panel discussion analyzing what has happened in the last 10 years and what global challenges are expected moving forward. (from left to right below) Moderated by James Traub, fellow of the NYU Center on International Cooperation, the panel included: Philip Alston, John Norton Pomeroy professor of Law at the NYU School of Law, cochair of the NYU Law Center for Human Rights and Global Justice, and U.N. special rapporteur on extreme poverty and human rights; Alexis Gelber, adjunct professor at the NYU Arthur L. Carter Journalism Institute and former editor at Newsweek; Gideon Rose; Bill Keller, editor-in-chief of The Marshall Project and former executive editor at *The New York Times*; and Carolyn Kissane, academic director and clinical associate professor at the NYU School of Professional Studies Center for Global Affairs.

*Photo Credit: NYU School of Professional Studies/Sheila Griffin*

### NYU School of Professional Studies Administration

- **Dennis Di Lorenzo**, B.A., Harvey J. Stedman Dean
- **Arthur Kaplan**, B.A., M.A., Ph.D., Assistant Dean of Research and Codirector, NYU School of Professional Studies Sports and Society Program
- **Anna Conduils**, B.A., Associate Dean, Student Affairs, Alumni Relations, and Events
- **Paola Curcio-Kleinman**, B.F.A., M.F.A., Executive Director, Office of Strategic Marketing and Communications
- **Patricia Heard-Greene**, B.F.A., Assistant Dean, Center for Academic Excellence and Support
- **Vera Jelinek**, B.A., M.A., Ph.D., Divisional Dean and Clinical Associate Professor, Center for Global Affairs
- **Susan Kinsey**, B.A., M.A., Ph.D., Divisional Dean and Clinical Professor, Paul McGhee Division, and Liberal Studies and Allied Arts
- **Naomi Levine**, B.A., J.S.D., LL.B., Executive Director, George H. Heyman, Jr. Center for Philanthropy and Fundraising
- **Eugenia Liakaris**, B.S., M.B.A., Assistant Dean, NYU Wasserman Center for Career Development at the NYU School of Professional Studies
- **Arthur R. Miller**, A.B., LL.B., Associate Dean and Director, Tisch Institute for Sports Management; Media, and Business; Chairman and Founder, NYU School of Professional Studies Sports and Society Program; University Professor, New York University; and Director of Public Dialogues, NYU School of Professional Studies
- **Carlo Pellicciani**, B.A., Associate Dean, Finance and Administration
- **Rosemary Scanlon**, B.A., M.A., Hon. LL.D., Divisional Dean, Clinical Associate Professor, and Klara and Larry Silverstein Chair, Schack Institute of Real Estate
- **Lisa Springer**, B.A., M.F.A., Assistant Dean and Clinical Professor, American Language Institute
- **Scott Stimpfel**, B.S., M.B.A., Ed.D., Associate Dean and Clinical Assistant Professor, Division of Programs in Business

### About the NYU School of Professional Studies

Celebrating its 80th anniversary, the NYU School of Professional Studies ([sps.nyu.edu](http://sps.nyu.edu)) is one of NYU’s several degree-granting schools and colleges, each with a unique academic profile. The reputation of the School of Professional Studies arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School’s diverse graduate, undergraduate, and noncredit programs in fields such as Accounting, Finance, and Law; Applied Politics; Creative Cities and Economic Development; English-Language Learning; Foreign Languages, Translation, and Interpreting; Fundraising and Grantmaking; Global Affairs; Graphic Communications Management and Technology; Health Information Management; Hospitality and Tourism; Human Resource Management and Development; Liberal and Allied Arts; Management and Systems; Marketing; Professional Writing; Project Management; Public Relations and Corporate Communication; Publishing; Real Estate, Real Estate Development, and Construction Management; Social Entrepreneurship; and Sports Management, Media, and Business.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty and lecturers to create vibrant professional and academic networks that annually attract nearly 5,000 degree-seeking students from around the globe. In addition, the School fulfills the recurrent continuing higher education needs of local and professional communities, as evidenced by close to 48,000 annual noncredit enrollments in individual courses, specialized certificate programs, workshops, and seminars. The School’s community is enriched by more than 28,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members. For more information about the NYU School of Professional Studies, visit [sps.nyu.edu](http://sps.nyu.edu).
NYU School of Professional Studies graduate students gathered for the third annual Networking Night to practice their professional pitches and to build relationships with industry executives. Cosponsored by the NYU Wasserman Center for Career Development at the NYU School of Professional Studies, SHRM (Society for Human Resource Management), and the School’s Integrated Marketing Student Association, the event included a round table feedback session during which students were matched with employers in two 30-minute group discussions regarding each student’s professional pitch and how they could improve their networking skills. The night concluded with an open networking reception at which students had the opportunity to meet with and to refine their pitch to all of the participating employers. There were 27 industry professionals and over 120 students in attendance.

To learn more about the NYU Wasserman Center for Career Development at the NYU School of Professional Studies, visit sps.nyu.edu/wasserman.

Photo Credit: NYU Photo Bureau/Debra Rothenberg