Dear Members of the School of Professional Studies Community,

Each academic year, the NYU School of Professional Studies (NYUSPS) strives to reach new heights by developing innovative educational programming that creates life-changing experiences for students. This past semester was a testament to our continued dedication to this important mission, and it is my distinct pleasure to update you on the many exciting projects, initiatives, and events that you will find within the pages of this newsletter.

The students, alumni, and faculty and staff members who comprise the NYUSPS community inspire us all as agents of change who are dedicated to making an impact in their industries and on the broader world stage. This past semester on NYU Alumni Day, four of our alumni were honored with the NYUSPS Bart Lawson Award for their outstanding community service (page 8). In October, over 300 NYUSPS participants came together to raise funds for finish-line scholarships during the second annual NYUSPS 5K Run/Walk (page 9). This commitment to making a difference also extends beyond our own community through a plethora of public programs and global initiatives. In December, the NYUSPS Center for Global Affairs (CGA) hosted a keynote address by then-UN Secretary-General Ban Ki-moon, regarding the importance of multilateral disarmament (page 3). His remarks were followed by a panel discussion moderated by Edith Lederer, chief UN correspondent for the Associated Press. The CGA Initiative for Peacebuilding Through Education (IPE) hosted the first-ever Youth Peace Summit for young people living in Iraq—encouraging them to support constructive change (page 4).

For many members of our School and the University at large, this spring semester was ushered in by a sense of uncertainty and anxiety as a new administration took office in Washington. The transformative power of institutions of higher education is critical during turbulent times, particularly in light of the events that have transpired in recent weeks. As we continue through this academic year, I want to remind each and every one of you just how important it is for us to work together to preserve our diverse and nurturing community of educators and learners. Now more than ever, we must hold true to our foundational principles of equity and inclusion, safeguarding and advancing them at every opportunity. Let us find comfort in the home away from home that we have built together, and let us continue to support and encourage one another.

I wish you all a rewarding and productive spring semester and look forward to our conversations, meetings, and events throughout the remainder of the year.

Sincerely,

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

NYUSPS SCHACK INSTITUTE OF REAL ESTATE LAUNCHES THE NYUSPS URBAN LAB

New Research Initiative to Explore the Intersection Between Cities and Real Estate

The NYU School of Professional Studies (NYUSPS) Schack Institute of Real Estate launched the NYUSPS Urban Lab, an initiative to explore the relationship between real estate and cities as centers of economic activity and innovation. The launch of the Lab comes just before the 50th anniversary of the Schack Institute and embodies the Institute’s ongoing commitment to thought leadership and applied practice in these rapidly evolving industries.

“The work of the NYUSPS Urban Lab will shape the practice of real estate and urban development, guide the policy debate, and broaden the NYUSPS Schack Institute of Real Estate’s leadership role at the intersection of urbanism and real estate,” said Sam Chandan, Larry & Klara Silverstein Chair of Real Estate Development and Investment, and associate dean of the NYUSPS Schack Institute.

Directed by Steven Pedigo, a clinical assistant professor at the Schack Institute, the Lab will develop applied research and case studies, convene leading authorities to discuss the challenges facing the real estate industry and cities, and offer professional development courses for city builders, economic development practitioners, and real estate professionals.

“Through the NYUSPS Urban Lab, the NYU School of Professional Studies and its Schack Institute of Real Estate are uniquely positioned to play a leading role in developing an urban agenda, which focuses on the critical socioeconomic policies that are requisite to building and maintaining creative and resilient cities now and in the future,” asserted Dean Dennis Di Lorenzo.

As part of a soft launch, the NYUSPS Urban Lab has hosted four events centered on issues affecting urban development. The Lab’s first event, “The Creative City,” took place on October 13 and featured renowned urbanist and NYUSPS Clinical Research Professor Richard Florida, author of The Rise of the Creative Class, and Chandan, who discussed the forces that are reshaping the urban environment today.

On November 2, “Building a New Urban Agenda” featured a distinguished panel that included Chandan and Florida; Svenja Gudell, chief economist, Zillow; Amy Liu, vice president and director of the Metropolitan Policy Program, The Brookings Institution; and Martin O’Malley, former governor of Maryland and senior adviser, MetroLab Network. They explored the future of the creative economy, and discussed investing in urban and suburban transit infrastructure, building affordable housing, upgrading jobs and wages, and targeting poverty in central cities and suburbs.

(Continued on page 2)
The third and final event of 2016, “Zika and the City: How Epidemics Impact the Health, Real Estate, and Tourism of Our Cities,” took place on December 15 and was cosponsored with the NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism and the Tisch Institute for Sports Management, Media, and Business. It featured a discussion between Miami Beach Mayor Philip Levine and Richard Florida on the organized effort Miami Beach has made to combat Zika, as well as what the long-term implications of Zika are for cities across the country. The second half of the event included a panel discussion on “Managing Zika’s Impact on Health, Tourism, and Sports,” moderated by Pedigo and featuring faculty members and administrators of the NYUSPS Sports and Society Program; the NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism; and the NYUSPS Tisch Institute for Sports Management, Media, and Business.

In November 2016, the NYUSPS Urban Lab hosted a panel discussion, titled “Building a New Urban Agenda,” which featured (from left to right) Svenja Gudell, chief economist, Zillow; Martin O’Malley, former governor of Maryland and senior adviser, MetroLab Network; Amy Liu, vice president and director of the Metropolitan Policy Program, The Brookings Institution; Sam Chandan, associate dean of the NYUSPS Schack Institute; and Richard Florida, Distinguished Fellow, NYUSPS Urban Lab.

Photo Credit: ©NYUSPS

The Urban Lab’s formal kick-off event, “Empowering Cities Under the New Administration,” was held on February 2 and featured Florida; Jonathan Haidt, Thomas Cooley Professor of Ethical Leadership at the NYU Stern School of Business; and Benjamin Barber, founder and president of the Global Parliament of Mayors, who debated the challenges cities face in engaging with the new administration and a more complex political environment.

In 2017, the Lab will launch an Urban Fellows program comprised of leading researchers, real estate investors and developers, civic leaders, and economic development practitioners from across the United States and abroad. Florida has been named the first Urban Lab Distinguished Fellow.

For more information about the NYUSPS Urban Lab, visit sps.nyu.edu/urbanlab.
UN SECRETARY-GENERAL BAN KI-MOON ADDRESSED THE FUTURE OF MULTILATERAL DISARMAMENT DURING AN NYUSPS CENTER FOR GLOBAL AFFAIRS EVENT

The NYU School of Professional Studies (NYUSPS) Center for Global Affairs (CGA) hosted an event on the future of disarmament featuring His Excellency Mr. Ban Ki-moon, then secretary-general of the United Nations, on Tuesday, November 22, 2016. In front of a capacity audience of students, faculty, and other distinguished guests, Ban delivered a keynote address, titled “The Future of Multilateral Disarmament,” expanding on the five specific areas in which the world needs to see action in order to achieve sustainable security through the progressive demilitarization of international affairs. A full transcript of the speech can be found on the UN website: bit.ly/NYUbankimoonspeech. The address was followed by a Q&A session moderated by Edith Lederer, chief UN correspondent for the Associated Press.

Ban Ki-moon was the eighth secretary-general of the UN. His priorities were to mobilize world leaders around a set of new global challenges—from climate change and economic upheaval to pandemics and increasing pressures involving food, energy, and water. He sought to rejuvenate the disarmament agenda through a five-point plan, to break the deadlock at the Conference on Disarmament, and to renew attention on nuclear safety and security in the aftermath of the tragedy at the Fukushima Daiichi Nuclear Power Plant. Ban took office on January 1, 2007, and was unanimously reelected by the General Assembly on June 21, 2011.

The second half of the event featured a high-level panel discussion on “The Next Steps for Multilateral Disarmament.” Waheguru Pal Singh Sidhu, a visiting scholar at the NYUSPS Center for Global Affairs, served as moderator of the panel, which included Kim Won-soo, under secretary-general and high representative for Disarmament Affairs, United Nations; His Excellency Mr. Carlos Sergio Sobral Duarte, ambassador and deputy permanent representative of Brazil to the UN; and Ray Acheson, director of Reaching Critical Will, the disarmament program of the Women’s International League for Peace & Freedom. The panel expanded upon the themes of Ban’s keynote, highlighting the work of civil society activists, states, and the UN Secretariat over a decades-long campaign for multilateral disarmament—as well as identifying areas where further progress is needed.

NEW DEPARTMENT OF APPLIED HEALTH ADDRESSES THE NEEDS OF THE EVOLVING HEALTHCARE INDUSTRY

During Fall 2016, as an initial step in organizing and expanding its nondegree educational content for the evolving healthcare industry, the NYU School of Professional Studies (NYUSPS) formed the Department of Applied Health. The Department encompasses the areas of applied bioethics, health and childcare careers, healthcare navigator, medical auditing, medical coding, and nursing home administration, which in the past, were housed in multiple departments. The new department is headed by Brendan Parent, an attorney, a clinical assistant professor at NYUSPS, and an expert in medical ethics.

From a medical coding and auditing perspective, the shift in medicine from paper to shared electronic information has resulted in a huge demand for healthcare information specialists who can manage and facilitate the secure and dependable flow of medical data.

Health information management has become one of the fastest-growing professions worldwide, and NYUSPS is at the very forefront in providing training in the field through Career Advancement Courses and through an Advanced Diploma in Healthcare Informatics for Clinicians and a Diploma in Medical Coding.

On the bioethics front, the transition to an electronic healthcare information system has highlighted the urgent need for professionals who can anticipate, identify, and resolve ethical dilemmas related to medical privacy. It also has accentuated issues such as just access to healthcare, different conceptions of “good” medical decisions, and the precarious balance of treatment risks and benefits. Healthcare organizations are increasingly recognizing the need for individuals who are trained to navigate complicated moral conflicts. To address this rising demand, the School has introduced courses in bioethics as it begins to build a larger portfolio of content in this space.

Courses in health and childcare careers focus on the skills necessary to launch or work in a childcare facility; nursing home administration covers the financial, administrative, and legal aspects of caring for older adults; and healthcare navigator provides a framework for assisting patients with coordination of healthcare services and provider referrals. All content is developed to address the most pressing current issues and to be immediately applicable in the workplace.
NYUSPS Center for Global Affairs Launches Initiative for Peacebuilding

In Fall 2016, Dr. Thomas Hill, who heads the Peacebuilding Concentration within the NYUSPS Center for Global Affairs (CGA) MS in Global Affairs, launched the Initiative for Peacebuilding Through Education (IPE). This new initiative will serve as a platform for enabling the development of innovative and context-specific educational approaches, materials, and events designed to contribute to the reduction of direct and structural violence, while allowing for the growth of healthy, sustainable systems of constructive change. It will specifically focus on harnessing the capacity of youth to build more peaceful societies; improving the practice of conflict assessment for better policy formulation; building international partnerships that model best peacebuilding practices; and supporting affiliates in identifying, strengthening, and drawing upon local capacities for peacebuilding.

Currently, IPE is involved in two major projects, Iraq Re:Coded and the Community Peace Education (CPE) program at the University of Duhok. Recently, Iraq Re:Coded welcomed its first class of 40 fellows to the Kaz Nazan Job Seeker Center for an immersive English language and computer coding boot camp as a path toward previously unavailable stable employment for Syrian refugees and internally displaced youth in the Kurdistan region of Iraq. The fellows were chosen from a group of approximately 500 Syrian and Iraqi youth who applied to the program from both urban areas and displacement camps across Erbil Governorate.

As part of the CPE program, the Initiative hosted an inaugural Youth Peace Summit, which brought together about 400 young people living in Iraq’s northernmost province on October 20. The daylong event aimed to foster positive relationships among displaced Iraqi youth, Syrian refugee youth, and youth from the host community in Duhok as a step toward building social cohesion. “Too little attention—and far too few resources—have been directed toward peacebuilding education, perhaps the only truly effective method of undermining the phenomenon of violence,” asserted Hill. “The IPE seeks to reverse that imbalance.”

For more information on the Initiative for Peacebuilding Through Education, visit sps.nyu.edu/cga/peacebuilding.
MS IN PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS ALUMNA NAMED A “RISING STAR” BY PR NEWS

The young PR professionals behind some of the best PR and marketing campaigns of the past year were honored on December 6, 2016 as part of PR News’ Winter Awards luncheon, held at the historic National Press Club in Washington, DC. This year, Joanna Leis ‘09, an alumna of the MS in Public Relations and Corporate Communication (PRCC), was among those awarded with the 2016 Rising PR Stars 30 & Under Award, a distinction bestowed upon hardworking and highly creative young PR professionals. Leis, a senior account executive at Finn Partners, who serves as the day-to-day client manager of Bloomberg Philanthropies, is described as invaluable to the agency and someone who delivers great work. For a full bio, visit prnewsonline.com/awards/2016-rising-PR-stars-winners/leis.

NYUSPS JONATHAN M. TISCH CENTER FOR HOSPITALITY AND TOURISM ACCEPTED AS AN AFFILIATE MEMBER OF UNITED NATIONS WORLD TOURISM ORGANIZATION (UNWTO)

In January 2017, the NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism was accepted as an affiliate member of the United Nations World Tourism Organization (UNWTO), the agency that specializes in addressing issues related to the hospitality and tourism industries globally.

As the leading international organization in the field, the UNWTO promotes tourism as a driver of economic growth, inclusive development, and environmental sustainability. It offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism’s socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO’s membership includes 157 countries, Six Associate Members, and 500 Affiliate Members representing the private sector, educational institutions, tourism associations, and local tourism authorities.
NYUSPS STUDENTS GAIN REAL-WORLD EXPERIENCE THROUGH FIELD VISITS AND STUDY-AWAY OPPORTUNITIES

The NYU School of Professional Studies (NYUSPS) offers students the chance to benefit from practical learning through a wide range of site visits, industry conferences, field intensives, and study-away opportunities around the world. An essential component of the academic programs offered by numerous NYUSPS divisions, these experiences enhance and extend learning beyond the classroom, allowing students to apply their skills in a “real-world global” environment. Learn more about their achievements and adventures!

Three undergraduate students—Nadav Lev Friedmann-Grunstein, Rene Rismondo, and Sungtaek Son—and three graduate students—Rebecca A. Schneider, Matthew D. Rawitzer, and Natalia Juelle—from the NYUSPS Tisch Institute for Sports Management, Media, and Business had the opportunity to attend the 2016 Baseball Winter Meetings, which took place at the Gaylord National Resort and Convention Center in National Harbor, Maryland, December 4–8, 2016. Every year at these meetings, baseball executives and staff members, reporters, exhibitors, and job seekers from around the world converge to network with peers, search for and fill job openings, attend workshops, and discuss trends in the industry.

“We have been attending these meetings for seven years now, and our students have benefitted greatly from this opportunity,” said Wayne McDonnell, the academic chair and clinical professor at the NYUSPS Tisch Institute who accompanied the students on the trip. In addition to providing valuable insight into the sports industry and its best practices, McDonnell added, “Our students have had conversations with the movers and shakers in this industry and were exposed to all aspects of the business of sports—from player development to communications to finance.”

The six students participated in the Professional Baseball Employment Opportunities Job Fair, which was attended by more than 400 of their peers from around the country, who were seeking employment in the baseball industry. They met face-to-face with club executives and interviewed onsite for a variety of internships and job opportunities. They also attended the Baseball Industry Network Breakfast, the Minor League Baseball Luncheon, a gala at Nationals Park, and the Baseball Trade Show.

“The MLB Winter Meetings experience gave me great insight into, and awareness of, the scale and capacity to which the MLB operates at an executive level,” asserted student Matt Rawitzer. “More than anything, it made me realize how expansive the business of baseball really is—from the executives all the way down to the mascots.”

NYUSPS Center for Global Affairs Global Field Intensives (GFI) program affords students an intellectually rigorous experience both in the classroom and in the field throughout various regions of the world. During January, 21 students from the MS in Global Affairs, accompanied by Clinical Assistant Professors Sylvia Maier and Jens Rudbeck, and Assistant Director Anna Mosher, took a trip to the Middle East. The theme of the GFI was “Gender and Sustainable Development: Abu Dhabi and Qatar.”

Over three decades, Abu Dhabi and Qatar have transformed themselves from small, oil-rich monarchies into modern societies and hubs for international art, media, finance, and banking. Both countries border Saudi Arabia and have come under criticism from human rights groups for the exploitation of
migrant laborers for projects, such as the FIFA World Cup 2022 in Qatar, and for women’s rights. The principle objective of this field intensive was to explore how the Gulf States navigate the dynamics between cultural traditions and gender equality. Students met with leading figures in the private sector, government, civil society, media, and the arts.

Among the highlights of the 11-day trip was a tour of the FIFA headquarters at Al Bidda Tower, Al Wakrah Stadium, the Qatar Foundation and Education City, Masdar City, and the Dubai Foundation for Women and Children.

For student Valentina Duhanaj, “The CGA Global Field Intensive was incredible. The visits were really thought-provoking and did a great job in helping us to learn about the culture and climate we were in. We learned a lot by just being there and seeing firsthand some of the common misconceptions as well as some of the hard truths of the region.”

According to student Jorge Mora, “The overall experience was life-changing. I was able to experience, learn, and interact with the locals, which made me understand their core principles and values in depth.”

Four graduate students within the NYUSPS Center for Publishing attended the 2016 Sharjah International Book Fair (SIBF) in November to gain hands-on international industry experience and develop valuable contacts. Sharjah is the third-largest city in the United Arab Emirates (UAE), and the Sharjah International Book Fair is one of its showcase events. The students in the Center’s MS in Publishing: Digital and Print Media spent six days fully immersing themselves in the Fair’s activities, which were aimed at bridging countries to foster understanding.

The trip to the UAE was a treasured chance to gain insight into the Arab market, widen our international publishing knowledge, and learn about another region of the world,” stated Alexandra Hightower, who attended along with fellow students Marina Salamon, Bernadette Deron, and Eric Greene.

The students engaged closely with industry professionals as they assisted with “matchmaking” sessions devoted to the selling of international translation rights; shadowed an agent and an independent publisher to see the process from a close-up perspective; and conducted publisher and attendee surveys for the Sharjah Book Authority. In their spare time, they were able to go on a desert safari, see the domed Al Qasimia University; and visit a Bedouin-style camp.

Also attending was Andrea Chambers, director of the NYUSPS Center for Publishing, who led a discussion on how American bestselling author Elin Hilderbrand worked with her publisher, the Hachette Book Group, to nurture and expand a brand. Two NYUSPS adjunct instructors—Bryan Christian, senior brand manager at Time Inc., and Kempton Mooney, senior director of research and analytics at Nielsen Book—presented workshops on social media marketing and using data and research in publishing.

Students in the MS in Global Affairs course on US-China Negotiation were treated to an exciting experience on a November trip to Washington, DC with adjunct instructor Earl Carr, Jr. In addition to getting a personal tour of the White House, they engaged with senior policymakers, executives in the private sector and academia, and leaders in the nonprofit world.

“The larger goal was for our students to follow up and seek to leverage these contacts to gain knowledge from a career development perspective,” Carr noted. “Another critical objective was to visit the White House and to appreciate the unique history, power, and role that it plays in impacting both domestic and foreign policy.”

Carr also arranged for his students to attend the 21st Annual Council on Foreign Relations (CFR) Term Member Conference Reception, during which students mingled with leaders in foreign policy, ranging from senior executives at Chevron to former heads of the Office of the US Trade Representative.

“The Council on Foreign Relations reception gave us an opportunity to witness the diversity of its members’ expertise and the timely discussions of important issues,” said student Yan Chen. “We had the opportunity to talk to White House National Security Council members, who were focused on Asia economics and were responsible for preparing for trade negotiations with China before and during a presidential visit to the country. It was great to hear firsthand about the real-life experiences from practitioners currently in the field.”

Student David Adler declared, “As I reminisce on my incredible White House adventure, I realize that I will remember and cherish this experience for the rest of my life.”
BART LAWSON AWARDS HONOR NYU SCHOOL OF PROFESSIONAL STUDIES ALUMNI WHO ARE DEDICATED TO COMMUNITY SERVICE

Four alumni 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 School’s McGhee Division for Undergraduate Studies as well as a public servant, executive, and healthcare advocate, the Award is presented for three categories of service: humanitarianism, professional service and outreach, and public service.

Award for Humanitarianism
Priscilla Anany (‘14), MS in Public Relations and Corporate Communication

Priscilla Anany won the Best New Narrative Director Award at the Tribeca Film Festival in April 2016 for her film *Children of the Mountain*. Anany was born in Ghana and immigrated to the United States, where she studied fine arts at the University of North Carolina School of Arts’ School of Filmmaking. She earned an MS in Public Relations and Corporate Communication from NYUSPS in 2014. Anany is an advocate of women’s empowerment and gears her work to tell positive stories about women and their strength in overcoming obstacles.

Award for Professional Service and Outreach
David Z. Hirsh (‘90), MS in Real Estate

David Z. Hirsh is managing director of the Real Estate Asset Management Group at Blackstone. Since joining Blackstone in 2002, Hirsh has been involved in the asset management of investments in the hotel, office, retail, industrial, and healthcare sectors. In addition, from 2009 to 2012, he restructured and extended the debt on many of Blackstone’s investments, completing transactions totaling $16 billion that included Equity Office, La Quinta, CarrAmerica, and Boca Resorts, as well as more than $1 billion in DPOs.

Prior to joining Blackstone, Hirsh worked at Citigroup for 15 years, including six years in real estate asset management leading the hotel group, and five years in corporate finance specializing in corporate real estate and project lending.

Hirsh is on the board of directors (cochairman) of the Thyroid, Head, and Neck Cancer (THANC) Foundation and serves as chairman on the board of directors of the Thyroid Cancer Care Collaborative.

His commitment and level of support to NYUSPS and the Schack Institute of Real Estate are unsurpassed. He is the current chair of the NYUSPS Alumni Board, serves on the NYU Alumni Board, and is a past member of the NYUSPS Schack Institute of Real Estate Alumni Chapter Board. He is an adjunct professor at the NYUSPS Schack Institute, serves as the vice chair of its advisory board, and was this year’s honoree at the Evening of Monopoly®, an annual alumni event that raised close to $300,000 for Schack student scholarships.

Hirsh earned a BBA in Accounting from Pace University and an MS in Real Estate from the NYUSPS Schack Institute of Real Estate. He is a certified public accountant.
Award for Professional Service and Outreach

Channon Lucas (‘11), MS in Global Affairs

A native of Rochester, NY, Channon Lucas began her career working on political campaigns and in nonprofit development. In 2011, she earned an MS in Global Affairs from NYUSPS with the intention of transitioning from her fundraising role at the Archdiocese of New York into development for an international nonprofit or nongovernmental organization. However, she was promoted to director of operations for the Archdiocese’s annual fund, and ultimately became the director of the campaign. During her 10 years at the Archdiocese of New York, she has increased the annual fund by 15 percent, and her campaigns have raised over $300 million in support of the Archdiocese’s charitable, pastoral, and spiritual needs.

Currently, Lucas is the vice chancellor at the Archdiocese and assists the chancellor in overseeing its marketing, development, and pastoral offices. She also serves as a special assistant to Cardinal Timothy Dolan for special projects and events. In this capacity, she had the honor of working on the 2015 visit of Pope Francis to New York.

As a tribute to her inner-city Catholic school education, she sponsors two Catholic school students in East Harlem through the Inner-City Scholarship Fund’s Be a Student’s Friend program.

Lucas has served on the board of the NYUSPS Center for Global Affairs Alumni Society for four years, and has been its president for the past two years.

Award for Humanitarianism

Romola Ratnam (‘08), BS in Sports Management

Romola Ratnam began her career in the sports industry at the NBA, where, as a manager at 25, she played a key role in the league’s multiyear partnerships with BBVA, Timberland, and Sears. Her interest in international business and development began through her work with NBA Cares to bring in marketing partners that supported its global social responsibility initiatives.

After the NBA, Ratnam worked as a consultant for BBVA, leading its relationship with the NBA, NBA teams, and brand endorsers Kevin Durant and James Harden. While at BBVA, she became exposed to the SEED Project—a youth sports nonprofit based in Senegal and founded by Amadou Fall, the NBA’s managing director in Africa. Ratnam went on to colead the SEED Project for two years, during which time she helped to professionalize the organization’s operations and to win a USAID grant in partnership with the NBA to expand the program to more than 2,000 youth across Senegal. During her tenure there she also added the first elite girls’ program and helped over 30 students to obtain secondary education in the United States.

Currently, Ratnam is deputy director of corporate partnerships at UNICEF USA. In this role, she works with companies across the country to contribute to UNICEF’s life-saving work for children globally. Her team developed UNICEF’s first corporate program for disaster response and leads relationships with key Fortune 500 organizations based in the United States.

Ratnam graduated from NYUSPS with a BS in Sports Management.

SECOND ANNUAL NYUSPS 5K RUN/WALK

Following the success of last year’s inaugural event, the NYU School of Professional Studies held its Second Annual NYUSPS 5K Run/Walk at Pier 84 in October 2016. Nearly 300 students, alumni, friends, faculty and staff members, and sponsors participated in the event. The brainchild of Dean Dennis Di Lorenzo, an avid runner, this initiative raised funds to support scholarships at NYUSPS that help students to complete their education and get off to a running start. Brendan Parent, director of the NYUSPS Department of Applied Health, was the fastest male runner with a time of 18:36, and NYUSPS alumna Xinyu Pan (‘15) was the fastest female with a time of 22:37.

Photo Credit: ©NYU Photo Bureau/Dan Creighton
NYUSPS Schack Institute of Real Estate
23rd Annual Evening of Monopoly®

This past September, top real estate executives gathered with current students and alumni of the NYUSPS Schack Institute of Real Estate during its annual “Evening of Monopoly®.” As a result of their efforts, the NYUSPS Schack Institute Alumni Association raised nearly $300,000, which will be used toward supporting NYUSPS Schack initiatives such as scholarships, career development, panel discussions, networking opportunities, and new academic programs. David Z. Hirsh (’90), managing director at Blackstone, was the honorary banker of the evening.

NYUSPS Center for Publishing Inaugural Alumni Spotlight

In November 2016, the NYUSPS Center for Publishing Alumni Association hosted its first “Alumni Spotlight” event, which included a panel discussion featuring esteemed MS in Publishing: Digital and Print Media alumni in leadership positions in the industry. Seth Harris (’11), director of partnerships at CNBC and cochair of the Publishing Alumni Association, moderated a panel conversation about effectively shaping a publishing education—and a career in publishing—to best suit one’s professional goals and objectives. Distinguished panelists included (pictured above, from left to right) Lavinel Savu (’99), executive managing editor, InStyle; Jackie Jou (’10), senior marketing manager, Atria Books; Leah Doyle (’12), vice president of spirits and lifestyle, The Daily Beast; and Jaime de Pablos (’08), publisher, Vintage Español.

NYUSPS Tisch Institute for Sports Management, Media, and Business Alumni Barclays Mixer

Alumni from the NYUSPS Tisch Institute for Sports Management, Media, and Business mixed and mingled in a private luxury suite at the Barclays Center during a hockey game between the New York Islanders and the St. Louis Blues this past December.

NYUSPS Department of Programs in Business Alumni Panel on Diversity in the Workplace

The NYUSPS Division of Programs and Business (DPB) Alumni Association hosted a panel discussion on “Diversity in the Workplace,” during which industry professionals revealed how they are working to diversify their companies and shared tips on combatting prejudice and stereotypes in the workplace. The panel featured (pictured, from left to right) Patricia Day, senior director of sales engineering, Oracle; Kristin Bond, senior email marketing manager, Girl Scouts of the USA, and cofounder of Women of Email; Ezinne Kwubiri, director of continuous improvement and change management, Global Business Services, Viacom; Rahshib Thomas, human resources professional, leadership minister, and author; and moderator Jen Capstraw, business consultant, Adobe, and cofounder and board member of Women of Email, the leading association for women who work in the email space.

NYUSPS Center for Global Affairs Alumni Welcome Back Event

The Alumni Society of the NYUSPS Center for Global Affairs hosted an exclusive wine tasting to welcome new members from the Class of 2016. The event took place at Some Good Wine in New York this past September.
STUDENT EVENTS

2016 Winter Ball

Students celebrated the end of a great semester by dancing the night away at the annual NYUSPS Winter Ball. Held in December 2016 at the Union Square Ballroom, the fun event was hosted by the Graduate and Undergraduate Student Councils.

2017 Spring Welcome Back

Students exhibited their school pride at this year’s NYU Spring Welcome Week. In addition to the 200 events hosted by the University at the beginning of the semester, NYUSPS hosted orientation sessions for new incoming students and “welcome back” mixers for returning graduate and undergraduate students.
During the NYUSPS Schack 49th Annual Conference on Capital Markets in Real Estate in November 2016, James D. Kuhn (right), president of Newmark Grubb Knight Frank and chair of the advisory board of the NYUSPS Schack Institute of Real Estate, moderated a conversation with real estate legend Larry Silverstein (left), chairman, Silverstein Properties, and founder of the Schack Institute’s advisory board.

Networking Night

Nearly 200 NYUSPS students networked with 45 industry professionals—17 of whom were NYUSPS alumni—at the School’s annual Networking Night, hosted by the NYU Wasserman Center for Career Development at NYUSPS. Students were able to practice the art of networking and cultivate professional relationships with employers from the emerging industries the School serves.

Stephen W. Brener Distinguished Lecturer Series in Hospitality Management—“Enlightened Hospitality: The Transforming Power of Putting People First”

Danny Meyer (right), chief executive officer of Union Square Hospitality Group and founder of Shake Shack, was the featured guest at “Enlightened Hospitality: The Transforming Power of Putting People First,” the most recent event in the NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism’s Stephen W. Brener Distinguished Lecturer Series in Hospitality Management, which was held in November 2016. Food journalism pioneer Ariane Batterberry (opposite column, left) moderated the conversation with Meyer, during which he spoke about his belief that putting employees first is the key to running a meaningful and sustainable business.

75th Annual Institute on Federal Taxation

(From left to right) Blake D. Rubin, Esq., senior adviser, EY; Ossie Borosh, Esq., senior counsel, US Department of the Treasury; Curtis G. Wilson, Esq., associate chief counsel, Passthroughs & Special Industries, Internal Revenue Service; and Andrea M. Whiteway, Esq., principal, EY, participated in a panel discussion on “Hot Topics in Partnership and Real Estate Taxation: The Government Perspective” during the School’s 75th Annual Institute on Federal Taxation. The six-day conference, which takes place annually at the Grand Hyatt New York in October and then again at the Hotel Coronado in San Diego, CA in November, encompasses all major areas of tax, including current developments; tax controversies; corporate tax; partnerships, LLCs, and real estate; trusts and estates; executive compensation and employee benefits; closely-held businesses; international tax; ethical transactions; and hot tax topics.

IRL with the NBA’s Kathy Behrens

NYUSPS Tisch Institute for Sports Management, Media, and Business students were treated to unparalleled opportunities to meet and network with luminaries from the sports world during the fall semester through the new IRL (“in real life”) Series. Hosted by the NYUSPS Sports and Society program, the IRL Series featured conversations with influential leaders in the sports industry, who detailed their journey to success and shared their perspective on how the next generation of leaders will find their way into the sports industry’s C-suites. On November 30, Kathy Behrens (above, left), president of social responsibility and player programs at the NBA and one of the highest-ranking female executives in sports, was the latest guest in the series. She discussed corporate social responsibility, her path to the top, and her advice for those seeking careers in the sports industry.
ADMINISTRATION UPDATES

Martin Ihrig Named Associate Dean and Clinical Professor of the NYUSPS Division of Programs in Business

Martin Ihrig, PhD, has been named associate dean and clinical professor of the NYU School of Professional Studies Division of Programs in Business, effective January 2017.

A committed educator and passionate researcher, Ihrig has served as an adjunct associate professor at The Wharton School of the University of Pennsylvania since 2011, and is the cofounder and president of I-Space Institute, a research and consulting company. He also holds an appointment as practice associate professor at the University of Pennsylvania’s Graduate School of Education, where he serves as the founding academic director of the nation’s first executive master’s program in education entrepreneurship.

As associate dean, Ihrig will lead the NYUSPS Division of Programs in Business in the enhancement and expansion of its diverse offerings and will work closely with Dean Dennis Di Lorenzo on developing a strategic vision for the Division.

“As Martin’s global professional experiences and keen sense of entrepreneurial commitment will be valuable assets in developing academic programs that meet the demands and opportunities of the marketplace,” said Dean Di Lorenzo.

Prior to joining NYUSPS, Ihrig consulted on the strategic and entrepreneurial management of knowledge (SEM-K) and directed the SEM-K research initiative at Wharton’s Sol C. Snider Entrepreneurial Research Center. In developing strategy tools for corporate and public sector decision-makers, he has worked with organizations such as BAE Systems (USA), The Boeing Company (USA), Vale (Brazil), and Merck (USA). His research projects have been funded by the Economic & Social Research Council (UK), the ATLAS Collaboration at CERN (Switzerland), Tekes (Finland), and the Bill & Melinda Gates Foundation (USA).

Ihrig earned a PhD in business administration from Technische Universität Berlin, a master of business studies from University College Dublin, and a certificate in international business from Grenoble Ecole de Management in France.

Connee Zotos Appointed Associate Dean of Academic and Faculty Affairs

Connee Zotos, PhD, has been named the associate dean of academic and faculty affairs at NYUSPS. In this role, Zotos will be responsible for creating, reviewing, and monitoring school-wide academic policies and procedures. She will work collaboratively with the associate deans and academic directors of each division, department, and program on faculty-related matters, student learning outcomes assessment, and curriculum revisions. In addition, Zotos will help monitor the progress of NYUSPS faculty committees and provide support in carrying out their charge.

As associate dean, she will also oversee the Center for Academic Excellence and Support (CAES), the NYUSPS unit dedicated to faculty development, instructional design and delivery, and promoting advancements in classroom and online pedagogy.

“As the NYUSPS chair of Academic and Faculty Affairs for the past two and a half years, Zotos brings to the position in-depth knowledge of all school-wide academic policies, faculty matters, and curriculum needs,” said Dean Dennis Di Lorenzo.

“A respected long-standing faculty member, she is passionately dedicated to building upon the academic structures required to support the outstanding work of the NYUSPS faculty.”

Zotos is a clinical associate professor at the NYUSPS Tisch Institute for Sports Management, Media, and Business. Prior to joining NYUSPS in 2008, Zotos spent 32 years working in higher education as a college coach, athletic director, and faculty member. An author and noted speaker on coach evaluation, employment and compensation systems, and gender equity, she is a recipient of an NYUSPS Teaching Excellence Award, a National Athletic Director of the Year Award, and the Garden State Award for enduring leadership in college sports. She earned a bachelor’s degree in physical education from Glassboro State College, a master’s degree in physical education with an emphasis in sports management from the University of Colorado, and a PhD in educational administration from the University of Texas at Austin.

(Continued on page 14)
UPCOMING NYU SCHOOL OF PROFESSIONAL STUDIES EVENTS

March 1, 2017
NYU Wasserman Center for Career Development at NYUSPS
Hospitality & Tourism Career Fair*
NYU Global Center for Academic and Spiritual Life, 238 Thompson Street, Grand Hall
sps.nyu.edu/career/students.html
and log into NYUCareerNet

March 8, 2017
NYU Wasserman Center for Career Development at NYUSPS
Real Estate Industry Mixer*
Princeton Club
sps.nyu.edu/career/students.html
and log into NYUCareerNet

March 9, 2017
NYUSPS Center for Global Affairs
From Trolling to Trafficking: Cyber-Sexism and Social Media
Woolworth Building, 15 Barclay Street, 4th Floor
sps.nyu.edu/cga.events

March 20, 2017
NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism
Ricelle “Bunny” Grossinger Distinguished Lecturer Series in Tourism Management
“The Power of Time Off: Changing Mindsets in the ‘No Vacation Nation’”
NYU Kimmel Center for University Life
sps.nyu.edu/reit

March 22, 2017
NYUSPS Center for Global Affairs George H. Heyman, Jr. Program in Philanthropy and Fundraising
Evaluating the Impact of the Trump Administration on the Nonprofit Sector: Effective Response to Policy Changes?
Woolworth Building, 15 Barclay Street, 4th Floor
sps.nyu.edu/cga.events

March 24, 2017
NYU Wasserman Center for Career Development at NYUSPS
Mock Interview Madness*
NYUSPS Building – 7 East 12th Street
sps.nyu.edu/career/students.html
and log into NYUCareerNet

March 29, 2017
NYUSPS Tisch Institute for Sports Management, Media, and Business
The Cal Ramsey Distinguished Lecturer Series in Sports Management
“Big Time Dealmakers in Sports” (title TBD)
NYU Kimmel Center for University Life
sps.nyu.edu/reit

April 2, 2017
NYUSPS Schack Institute of Real Estate
22nd Annual REIT Symposium
The Pierre
sps.nyu.edu/reit

April 6, 2017
NYUSPS Center for Global Affairs
The Iran Nuclear Deal: Its Future and Global Implications
Woolworth Building, 15 Barclay Street, 4th Floor
sps.nyu.edu/cga.events

April 12, 2017
Center for Global Affairs
The Nuclear Future: Its Global Implications
Woolworth Building, 15 Barclay Street, 4th Floor
sps.nyu.edu/cga.events

April 20, 2017
Center for Publishing
PubTech Connect Conference
NYU Global Center for Academic and Spiritual Life
publishersweekly.com/ptc

April 21, 2017
NYU Wasserman Center for Career Development at NYUSPS
Analytics Career Conference*
NYUSPS Building – 7 East 12th Street
sps.nyu.edu/career/students.html
and log into NYUCareerNet

May 2017
NYUSPS Convocation Ceremonies
(See back cover for details)

June 4-6, 2017
NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism
39th Annual NYU International Hospitality Industry Investment Conference
New York Marriott Marquis
sps.nyu.edu/hospitalityconference

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
NYUSPS ADJUNCT INSTRUCTOR LEYDA HERNANDEZ IS NAMED TO THE 2017 FORBES 30 UNDER 30 LIST

Aspiring to achieve lofty goals at a young age is nothing new for Leyda Hernandez, 28, an adjunct instructor within the NYU School of Professional Studies Department of Programs in Business. Hernandez was recently named to the prestigious Forbes 30 Under 30 list for her expertise in marketing and advertising. The list, which recognizes young movers and shakers in a variety of fields, generated more than 15,000 nominations for just 600 spots.

Hernandez, director of marketing at iSpot.tv, an analytics company that tracks and measures performance in television advertising, has long imagined being at the top of her field. “Making Forbes 30 Under 30 means a whole lot to me,” she said. “I had set this milestone for myself, never knowing I could accomplish it.” But thanks to the example of her parents, who immigrated to the US from Panama and who stressed the value of education, Hernandez learned to set goals early and then go about accomplishing them.

Born in Panama, Hernandez grew up in South Florida. An ambitious student, she was selected for a special program that allowed her to attend college at the age of 16, simultaneously graduating with both a high school diploma and an associate of arts degree. She followed up by earning two bachelor’s degrees by age 21, one in studio art and the other in public relations, from Florida State University. Upon graduating, she found that jobs in the field of social media were exploding. She ended up working full time for an online marketing company while she earned a master’s degree in integrated marketing communications at West Virginia University.

Seeking to expand her professional experience, Hernandez moved to New York, where she asserts, “it’s about whether you can get the job done” and not about age. Her jobs have included heading marketing communications for Chocomize, an e-commerce site, where she helped grow revenue by 83 percent; and a stint at Priori Legal, a legal services site. She also has delivered remarks on digital marketing at area conferences. “I love talking about marketing,” she admits. “Marketing is all around you—even though you don’t realize this—it gives you great insight into a person’s behavior.”

Hernandez began teaching courses on digital analytics and measuring marketing campaigns using digital analytics at NYUSPS in 2015. She describes the experience as amazing. “NYUSPS students are such an engaged and dedicated group. They are excited, not just about learning in the classroom, but about applying that knowledge in the world. It’s been a very rewarding experience for me.”

About the NYU School of Professional Studies

Established in 1934, the NYU School of Professional Studies (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 Professional Pathways programs in fields such as Accounting, Finance, and Law; Applied Health; Arts, Design, and Film; Creative Cities and Economic Development; English-Language Learning; Entrepreneurship; Fundraising and Grantmaking; Global Affairs; Hospitality and Tourism Management; Human Resource Management and Development; Languages and Humanities; Management and Systems; Marketing; Project Management; Public Relations and Corporate Communication; Publishing; Real Estate, Real Estate Development, and Construction Management; Sports Management, Media, and Business; Translation; and Writing.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty members and lecturers to create a vibrant professional and academic environment that educates over 5,000 degree-seeking students from around the globe each year. In addition, the School fulfills the recurrent professional education needs of local, national, and international economies, as evidenced by nearly 28,000 Professional Pathways enrollments in Career Advancement Courses and Diploma Programs. The School’s community is enriched by more than 31,000 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.
2017 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 Undergraduate Students

Date: May 15, 2017
Location: Grand Hyatt New York (109 East 42nd Street, Park Avenue at Grand Central Terminal)

Schedule:
10:00 a.m. - Guest seating and student line-up begins
11:00 a.m. - Ceremony begins
1:00 p.m. - Ceremony concludes

Convocation for Graduate Students

Date: May 19, 2017
Location: Radio City Music Hall (1260 Avenue of the Americas)

Schedule:
3:30 p.m. - Student seating begins
4:00 p.m. - Guest seating opens
5:00 p.m. - Ceremony begins
7:00 p.m. - Ceremony concludes

For the latest information regarding the 2017 Commencement Events, including the NYU School of Professional Studies Convocation, NYU Grad Alley, and the NYU Commencement, please visit sps.nyu.edu/convocation.