MESSAGE FROM THE DEAN

Dear Students,

As we progress through the fall semester, I want to take this opportunity to welcome all of our new students. We are very excited to have you join the NYUSPS community and I look forward to getting to know you. For all of you who are returning, we are very happy to see you again and hope that you will help those who are new to the School in adjusting to this vibrant, close-knit learning environment.

This semester is off to an amazing start! During Welcome Week, nearly 1,600 new students participated in a plethora of activities hosted by NYUSPS and the University at large. NYU Spirit Week is just around the corner. I urge you to get involved, to actively participate in events, and to get to know your fellow classmates. This is a wonderful opportunity to mix and mingle. Don't miss out!

There are many exciting things happening at the School—from the newly formed strategic partnership with the New York Jets (see page 6), to the soft launch of the NYU Veterans and Military Resources Center (see page 7), to the announcement of the Professional Edge Program (see page 7), designed to enrich the learning experience and provide professional exposure for undergraduate students across the University.

With so many tragic and difficult events happening around the world, I also want to pause and remind all of us of the importance of being active participants in the positive change we wish to see. At NYUSPS, we believe wholeheartedly in turning education into impact, and I have been heartened to see our community’s response to the enormous challenges of today—from participating in humanitarian hurricane relief efforts, to engaging in meaningful dialogues centered around diversity and inclusion, to being involved in countless localized efforts aimed at addressing some of our most pressing issues. Although these actions may seem small in scale in comparison to the enormity of the problems many of us are facing, collectively, they keep us going, keep us grounded, and maintain our humanity and compassion.

As we embark on another academic year, I wish you all a wonderful semester ahead. I look forward to working together to make an impact at every turn we can.

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

Follow the dean on Twitter @nyuspsdean

WELCOME FROM THE ASSOCIATE DEAN

Dear Students,

A warm welcome to the 2017–18 academic year and to the Fall 2017 semester. I hope you have enjoyed the semester thus far, and that you have taken some time to explore and enjoy New York this mild and beautiful fall.

I also hope that you have explored the many ways in which you can become involved at NYUSPS and at NYU, by joining Student Council and club activities, taking advantage of our workshops, and joining your fellow students at the numerous programs and events held on campus and throughout the City. Our student leaders have done an amazing job to ensure you have access to a wide range of functions that will enable you to expand your network—within your programs and across the School.

In this issue of the newsletter, you will find many opportunities to get involved. You can view a list of fall events (see page 15), as well as the full schedule for Spirit Week (see page 3). This amazing week is jam packed with activities that enrich the body and the mind through physical activity, career development, and professional and social events.

NYUSPS Spirit Week concludes with our Third Annual 5K Run/Walk (see back cover), which will take place along the Hudson River. This event brings our community of students, alumni, and faculty and staff members together. Join the Run, work as a volunteer, or cheer from the sidelines! Look for weekly announcements from the Office of Student Life for additional details on all of our events and activities. Best wishes for a rewarding, fun, and highly productive semester!

Anna Condoulis
Associate Dean, Student Affairs, Alumni Relations, and Events
NYU School of Professional Studies
The NYU School of Professional Studies kicked off the new academic year with high energy, fun, and informative events, all enhanced by great student participation, during the University’s 2017 Welcome Week, which began on August 28. The week boasted over 500 programs and events, which are designed to help acclimate students to the NYU and NYUSPS communities.

This year’s class hails from across the nation and from 53 countries around the world, including Azerbaijan, China, Ecuador, Ethiopia, and Iceland, among others—adding to the School’s already diverse student body.

On Monday, August 28, NYUSPS undergraduate students gathered at 7 East 12th Street to mix and mingle, and to meet with their advisers and members of the faculty. The School held undergraduate student orientations on Tuesday, August 29, at the NYU Kimmel Center for University Life, beginning with a networking luncheon that included games and activities, followed by program-specific sessions and a presentation on student services. The day concluded with a dinner and club fest, during which students met with Student Council and club leaders.

Wednesday, August 30, began with an international student orientation for undergraduate and graduate students at the Grand Hyatt New York. More than 750 international students attended the event, which included presentations on immigration and visa regulations presented by the NYU Office of Global Services, steps on how to succeed in an American college environment, best practices for safety at NYU and in New York City, and an overview of the services provided by the NYU Wasserman Center for Career Development at NYUSPS. Of particular interest was the presentation by the NYUSPS International Student Support Center (ISSC), during which current students discussed their experiences with the Center and explained how ISSC helped them to gain skills and access to the diverse NYUSPS community.
NYUSPS SPIRIT WEEK 2017

Friday, October 20 – Sunday, October 29

This year’s Spirit Week theme will focus on superheroes. Building on the success of the previous two NYUSPS Spirit Weeks, our schedule will include some of the same successful events offered in the past, as well as a variety of additional new events and activities. See the tentative schedule below and watch for emails with additional details. We will have tons of giveaways for students who show their school spirit by wearing their purple NYUSPS shirt at our locations at Woolworth, 7 East 12th Street, and the NYU Midtown Center from Monday, October 23 through Thursday, October 26. The Events Committee also is interested in featuring some of our own NYUSPS superheroes. A nomination form will be forthcoming. Anyone who is interested in contributing ideas or helping to plan the week’s events should contact the NYUSPS Events Committee in NYU Engage at: https://orgsync.com/120215/chapter or email sps.studentlifeevents@nyu.edu.

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<tr>
<th>Date</th>
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<tr>
<td>Friday, October 20</td>
<td>“Networking Spirit” Night</td>
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<td>Wednesday, October 25</td>
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<td>Thursday, October 26</td>
<td>“International Spirit” Day</td>
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<td>Friday, October 27</td>
<td>“Spirit Party” celebrating the spirit of Halloween; 5K bib pick up</td>
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<td>Saturday, October 28</td>
<td>“Community Spirit” Day</td>
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<td>Sunday, October 29</td>
<td>“Giving Spirit” Day – NYUSPS Third Annual 5K Run/Walk</td>
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Undergraduate students rode the subway to Coney Island for a day trip organized by the NYUSPS Office of Student Life.

Approximately 900 graduate students showed their school pride during an orientation held at the Grand Hyatt New York.

Later that evening, the School held an orientation for all NYUSPS graduate students in the ballroom of the Grand Hyatt, and about 900 students attended. The day concluded with a presentation on services, a dinner, and a club fest for all NYUSPS students.

On Thursday, August 31, NYUSPS undergraduate students traveled to Coney Island, where they soaked up a day at the beach and enjoyed the amusement rides at Luna Park.

In addition to NYUSPS events, graduate and undergraduate students took advantage of the many university-sponsored activities offered during Welcome Week. It was an incredible week that enabled new students to begin their studies at NYU well informed, well fed, and with a bevy of new friends!
LEVERAGING YOUR PROFESSIONAL BRAND FOR CAREER SUCCESS

NYU Wasserman Center for Career Development at NYUSPS Provides Invaluable Guidance to Graduating Students

The NYU Wasserman Center for Career Development at the NYU School of Professional Studies (NYUSPS) is committed to providing high-quality career development programs and services to all graduate and undergraduate students of the NYUSPS community. Dedicated career coaches partner with students from day one to develop personalized career action plans and networking strategies that help students to achieve their unique professional goals and to be on the receiving end of opportunities.

Among the range of services offered are one-on-one coaching sessions (in-person and virtual); industry-specific networking events and career conferences; workshops and webinars on personal branding; and NYU CareerNet, an online job portal. Two recent graduates found these services to be helpful in achieving their career goals upon graduation.

Agustina Molteni

Newly minted alum Agustina Molteni ’17, graduated with an MS in integrated marketing from the NYUSPS Division of Programs in Business in May. While at NYUSPS, she received the Leadership and Service Excellence Award in Integrated Marketing, was a member of the NYU Women’s Choir, and worked as a marketing assistant at the NYU Wasserman Center at NYUSPS.

Upon graduation, Molteni immediately found work as a customer service manager for Latin America and North America at Brandwatch, a social intelligence company that helps businesses make smart data-driven branding decisions. “Social listening is a new way of doing things,” noted Molteni, whose previous marketing experience included working in her native Argentina at The Walt Disney Company and at Nike. “Every day is an adventure as we are constantly innovating and shaping the market.”

For Molteni, the key to her successful job hunt has been the services offered through the Wasserman Center. “I learned to think strategically about my career and to differentiate my skills, applying them to roles that required them,” she declared. “Wasserman helped me to optimize and perfect my résumé, coached me for interviews, and helped me to gain confidence while networking,” she added.

Molteni also took advantage of the School’s industry-specific networking events, including coffee chats with industry leaders and the Wasserman Center’s Networking Night. During her one-on-one meetings with her Wasserman career coach, she discussed how to cultivate and manage these relationships to help her be on the receiving end of multiple opportunities. Closer to graduation, she also worked with her career coach to manage response to numerous job offers, negotiate a salary, and walk through the offer decision-making process.

Isaac Stein

“My priority upon graduating for NYUSPS was to find a job that would allow me to contribute to the hotel real estate world,” asserted Isaac Stein ’17, who earned a BS in hotel and tourism management at the NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism. His passion for the hotel and real estate industries stems from both his paternal and his maternal families’ involvement in the hospitality industry.

Trough the Wasserman Center and through his division, Stein engaged with employers at career panel events, attended company information sessions, and worked continuously to build his professional network. Thanks to these opportunities and to NYU CareerNet, the University’s online job portal, Stein found a job after graduation as an analyst at Extell Development, a real estate firm, where he focuses on underwriting, asset management, and conducting research on hotel real estate trends. “This is a company where I can learn and grow,” stated Stein. “It’s been a great experience being surrounded by so many intelligent people in an industry that I truly appreciate.”

Stein is grateful to the Wasserman Center for the range of career support services he received throughout his study. “Wasserman consistently reaches out to its students and
The NYU Wasserman Center for Career Development at the NYU School of Professional Studies

Whether you are an experienced professional, career changer, or new professional, career coaches are available to partner with you on your career development needs. Schedule an in-person or virtual appointment through NYU CareerNet or by contacting the NYU Wasserman Center at NYUSPS.

7 East 12th Street, 5th Floor • sps.wasserman@nyu.edu • 212-998-7205 • sps.nyu.edu/career

FALL HOURS: Office Hours: Mon | Tues | Thurs: 9 a.m.–7 p.m. • Wed | Fri: 9 a.m.–5 p.m.
Walk-in Hours: Mon | Wed | Thurs: 3–4:30 p.m. • Tues | Fri: 12–1:30 p.m.

NYU WASSERMAN CENTER FOR CAREER DEVELOPMENT AT NYUSPS PUBLISHES 2016 GRADUATE SURVEY

The NYU Wasserman Center for Career Development at the NYU School of Professional Studies conducted a graduate employment outcomes survey (which encompasses masters degree students who graduated in September 2015, January 2016 and May 2016) over a 6-month period. This timetable is consistent with the National Association of Colleges and Employers’ (NACE) First Destination Survey’s revised Standards and Protocols.

Utilizing email, phone, and industry standard professional networking sites to ascertain post-graduation status, information was collected from 982 graduates out of the 1,374 who graduated from January 2016 through September 2016—a robust 71.5% knowledge rate. Major findings for the graduating Class of 2016 indicate that NYUSPS graduates are in high demand in emerging industries.

- 94.9% of respondents were employed over the 6-month period in which data was collected.
- 80.7% of respondents utilized the resources of the Wasserman Center for Career Development during their studies at NYUSPS.
- 79.4% of the respondents secured their jobs by or within three months of graduation, which includes 17.8% of respondents who secured their job prior to starting the graduate program and 37.5% of respondents who secured their job during the graduate program.
- 57.3% of respondents received two or more job offers.
- 80% of respondents indicated they held a part-time job or internship during their tenure as a graduate student.
- The Northeast remained the top destination for employment, with just over 91% employed in the tristate (NY, NJ, CT) area, the vast majority of those working in New York City.
- Outside of the Northeast, California was the most popular state for employment.
- Respondents reported working in 23 countries, with China as the top global location.
- Respondents reported employment across 30 industries. The top 5 include: Real Estate at 12%, Financial Services at 11%, Marketing at 9%, Hospitality and Tourism at 8%, and Advertising/Public Relations at 7%.

BEING@NYU SURVEY

“A benchmark to measure our progress in advancing equity, diversity, and inclusion.”

This fall, the University will launch one of its most important undertakings—the Being@NYU Survey on equity, diversity, and inclusion. A recommendation from the Equity, Diversity, and Inclusion Advisory Task Force, the survey will aim to learn more about the living, learning, and working environment at NYU, with a particular focus on issues of equity, diversity, and inclusion. Students, administrators, faculty and staff members across NYU—in New York, Abu Dhabi, Shanghai, and the global academic centers—will be invited to take the confidential survey, which will launch electronically (paper format will be available) in mid-to-late October, and will remain open until mid-November.

The survey allows NYU to improve its campus environment by addressing the challenges and seizing the opportunities it identifies. More information can be found at nyu.edu/about/university-initiatives/being-at-nyu-survey.html.
NYU SCHOOL OF PROFESSIONAL STUDIES AND THE NEW YORK JETS FORM MULTIFACETED STRATEGIC ALLIANCE

In September 2018, the NYU School of Professional Studies and the New York Jets announced a unique strategic alliance, built upon a multifaceted partnership, which will include the development of franchise-centered applied studies curricula, the launch of an ideation and entrepreneurship laboratory, and the creation of original educational programming. As part of the relationship, NYUSPS also will become an Official Higher Educational Partner of the National Football League team, enabling it to gain extensive exposure through broadcast, online, and stadium advertising.

“The NYUSPS and the Jets are ideally suited to join in this exciting new venture because we share many of the same values—building leaders from the ground up by equipping them with the deep knowledge and innovative training it takes to succeed in or on the field, and that is what 21st century applied professional education looks like,” noted Dennis Di Lorenzo, Harvey J. Stedman Dean of the NYU School of Professional Studies. “The courses and initiatives that we develop in collaboration with a world-class organization like the Jets, will allow us to take the ‘applied’ dimension of the education we provide to a whole new level.

Beginning this fall, the School will offer a multidisciplinary, Jets-themed course that will be taught by NYUSPS professors in collaboration with Jets executives. The course will enable students from across NYUSPS applied professional degree programs to work in groups and to focus and build upon an actual business opportunity for the Jets organization. Over the course of the semester, students will attend classes at the Atlantic Health Jets Training Center in Florham Park, NJ, conduct research, and present solutions to the franchise, with the ultimate goal of implementing them within the Jets business operations. The first course will focus on marketing initiatives relating to the official mobile app of the New York Jets.

In addition to the course, an internship program for students and NYUSPS alumni has been established, enabling them to explore employment with the team. Another facet of this groundbreaking alliance will include the establishment of an Ideation and Entrepreneurship Lab—one that will initially focus on sports, media, and entertainment. The Lab will be accessible to NYUSPS students and alumni, with the Jets providing access to members of their management team who will serve as mentors. NYUSPS will provide the work space, access to professors, and administrative support. Lab activities are likely to include: hackathons, problem-solving sessions, and demo days for budding entrepreneurs.

NYUSPS and the Jets also will create a series of original, branded educational programming, which will encompass live events, seminars, lectures, and exhibits. This proprietary content will be delivered live, and can potentially be streamed via authenticated access for NYUSPS students, alumni, faculty members, and Jets partners and fans.
NYUSPS TO PLAY LEADING ROLE IN LAUNCH AND MANAGEMENT OF NEW NYU VETERANS AND MILITARY RESOURCE CENTER

During Fall 2017, NYUSPS will soft launch the NYU Veterans and Military Resource Center. In partnership with other schools and university departments, the Center will increase the support for current NYU students who are veterans through veteran-specific programming and other strategic initiatives. In addition to serving veterans who are enrolled at NYU, the Center also will support the veteran population at large, through numerous community engagement initiatives. Veterans will use the Center to gain a better understanding of the resources available to them as they seek to further their education.

The Center will offer programming that will ease the transition to college and civilian life; provide an overview of benefits available; serve as a knowledge resource; maintain a comprehensive website; host events; and partner with off-campus veteran-affiliated organizations. Over the course of the fall semester, the Center will begin to offer limited services to veterans and military-connected students. An official opening is scheduled for Spring 2018.

NYUSPS OFFERS NYU JUNIORS AND SENIORS ACCESS TO PROFESSIONALLY FOCUSED NONCREDIT COURSES FREE OF CHARGE AS PART OF NEW PROFESSIONAL EDGE PROGRAM

In his quest to make studying at NYU more affordable for more students, during the late winter/early spring of 2016, NYU President Andrew Hamilton established the Affordability Steering Committee. This committee has since engaged the entire University community in exploring a wide range of ideas and strategies to make an NYU education more affordable. Simultaneously, a working group, composed principally of administrators responsible for major operational units, was assembled to foster and catalyze findings. As a member of this working group, NYUSPS Dean Dennis Di Lorenzo has focused on how the School can help to add value to the larger NYU undergraduate experience by affording students the opportunity to explore career paths.

During Fall 2017, the NYU School of Professional Studies began offering NYU juniors and seniors the chance to enroll in professionally focused noncredit courses, free of charge. The new Professional Edge program complements undergraduate students’ academic pursuits with opportunities for career exploration and development. The program will provide academic guidance and career counseling to support student efforts in gaining internships during their time at NYU, as well as full-time employment after graduation.

Students taking advantage of Professional Edge will be encouraged to work with an NYU Wasserman Center career coach and their academic adviser to carefully select the course that best complements their career goals. Current undergraduate juniors and seniors who have earned at least 64 credits and who have maintained a GPA of 2.0 will qualify to enroll in one Professional Edge course per semester.
NYUSPS RENAMES AND REPOSITIONS THE PAUL MCGHEE UNDERGRADUATE DIVISION, CREATING THE DIVISION OF APPLIED UNDERGRADUATE STUDIES

In Fall 2018, the NYU School of Professional Studies relaunched its Paul McGhee Division as the NYUSPS Division of Applied Undergraduate Studies. The name change exemplifies an intensified focus on applied education for the Division—one that also offers greater affordability and accessibility to students who are just beginning their educational journey as well as those who may be returning to school after a hiatus.

“Part of the repositioning of these programs in the broader marketplace was to make the associates degrees more affordable to students who would only be able to consider a local community college or no college education due to their financial circumstances,” said Dean Dennis Di Lorenzo. “We wanted to provide access to a stellar NYUSPS education to students who would normally find the cost out of their reach. With the University’s support and approval, we were able to make this a reality by reducing the tuition of the associates degrees offered by the Division to be comparable to tuition of a local community college.”

From the time they matriculate, students in the associates degrees can immerse themselves in industry focused course content that provides immediately applicable skill sets. Flexible course schedules allow them to continue to earn while they learn. Additional financial aid also is available to supplement the already reduced tuition costs. Students who have been out of high school for at least one year or who have stopped out of college, but have earned less than 60 credits can enroll in the associates degree programs. These programs are considered on-ramps to careers in industry or as the first phase in the process of earning additional academic credentials. Students who successfully complete one of the associates degrees can apply the credits earned toward one of the Division’s many bachelors degrees.

In addition to the changes made to the associates degrees, the School repositioned the Division’s bachelors degrees in order to better serve the student population enrolling and to help increase retention rates. “Students who have completed 60 college credits or more at a community college or at a four-year institution of higher learning can earn their bachelors degree through the NYUSPS Division of Applied Undergraduate Studies,” noted Associate Dean, Billie Gastic. Earning at least 60 credits prior to enrolling ensures that students are prepared to complete the rigorous curriculum these degrees offer.”

Student enrolled in the associates and bachelors degree programs benefit from comprehensive academic advising, tutoring services, and career development services provided by the NYU Wasserman Center for Career Development at NYUSPS.

The Division also has launched the innovate Access program, which prepares students who have recently graduated high school, but who may not be ready to commit to full-time college study to figure out what comes next. The 10-month, 30-credit program immerses them in professionally focused curriculum that mirrors those disciplines being offered at the associates degree level. Students who successfully complete the Access program can apply the credits they earn to complete one of the Division’s bachelors degrees. Tuition for the Access program is $15,000. Full and partial scholarships and financial aid are available to help student defray the already lower tuition costs.

For more information, visit sps.nyu.edu/appliedUG.
MARTIN IHRIG APPOINTED ASSOCIATE DEAN AND CLINICAL PROFESSOR OF THE NYUSPS DIVISION OF PROGRAMS IN BUSINESS

Martin Ihrig, PhD, was named associate dean and clinical professor of the NYU School of Professional Studies (NYUSPS) Division of Programs in Business.

A committed educator and researcher, Ihrig is president of I-Space Institute, a research and consulting company that focuses on the strategic management of knowledge. He has held appointments as a practice associate professor at the University of Pennsylvania’s Graduate School of Education and as a visiting professor at Lappeenranta University of Technology in Finland. He also is a faculty member at the Aresty Institute of Executive Education at the Wharton School, where he teaches strategy, entrepreneurship, and innovation in their open enrollment and customized programs. As a faculty member at the University of Pennsylvania’s Graduate School of Education (Penn GSE), Ihrig has taught in the Penn Chief Learning Officer Program and the Mid-Career Doctoral Program in Educational Leadership. At Penn GSE, he also served as the founding academic director of the nation’s first Executive Master in Education Entrepreneurship program.

As associate dean, Ihrig leads the NYUSPS Division of Programs in Business in the enhancement and expansion of its diverse offerings and works closely with Dean Dennis Di Lorenzo on developing a strategic vision for the Division. “Martin’s global professional experiences and keen sense of entrepreneurial commitment are invaluable 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), Merck (USA), and the Philadelphia Orchestra (USA). His research projects have been funded by the Economic & Social Research Council (UK), the ATLAS Collaboration at CERN (Switzerland), Tekes (Finland), the Bill & Melinda Gates Foundation (USA), and the Neubauer Family 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.

SPORTS EDUCATOR AND ANALYTICS EXPERT VINCE GENNARO NAMED ASSOCIATE DEAN OF THE NYUSPS TISCH INSTITUTE FOR SPORTS MANAGEMENT, MEDIA, AND BUSINESS

The NYU School of Professional Studies (NYUSPS) named Vince Gennaro as the new associate dean and clinical associate professor of its Tisch Institute for Sports Management, Media, and Business. In this role, Gennaro leads the Tisch Institute in the enhancement and expansion of its offerings and works closely with NYUSPS Dean Dennis Di Lorenzo to develop and implement an overarching strategic plan.

A passionate sports educator and baseball analytics expert, Gennaro is the author of Diamond Dollars: The Economics of Winning in Baseball; serves as a consultant to Major League Baseball teams; and hosts a weekly national radio show, Baseball—SABR Style, airing on SiriusXM radio. Most recently, he served as the director of the sports management graduate program at Columbia University. Additionally, Gennaro is the president of the Society for American Baseball Research (SABR) and the architect of the Diamond Dollars Case Competition series, a forum that connects students from across the country with MLB team and league executives and provides a unique learning experience as well as professional networking opportunities.

“Vince’s extensive career in business and education, combined with his passion for sports, assures me that he will lead the Tisch Institute’s well-respected programs to even greater heights,” commented Dean Di Lorenzo.

Prior to becoming involved in education, Gennaro held senior-level positions over a 20-year span in marketing, sales, and operations at PepsiCo, including serving as president of Pepsi’s fountain beverage division, where he successfully managed a billion-dollar bottling business. Earlier in his career, he led an entrepreneurial startup to purchase a franchise in the Women’s Pro Basketball League—the forerunner of today’s WNBA—and served as its president and general manager. Gennaro earned an MBA from the University of Chicago.
STUDENT GOVERNMENT

NYUSPS has both a Graduate Student Council and an Undergraduate Student Council with members elected annually to represent the School’s diverse student body. Council members act and speak on your behalf. They serve to enrich your academic and social experiences by developing creative programming, voicing your concerns, advancing community-minded agendas, and expanding opportunities. A great way to immerse yourself in the NYUSPS experience is to get involved in student government. The investment of your energy and commitment will result in lifelong friendships and connections, the discovery of strengths and passions, and the creation of a vibrant community that will thrive and endure.

Below is a list of your newly elected Student Council officers. Get to know them and make them aware of your interests, your needs, and your concerns.

Graduate Student Council
Khushboo Chaudhary—President
Aakanksha Chande—Vice President
Vaibhav Bhatt—Treasurer
Jacqueline Solis—Secretary
Nhesthy Ong—Senator

Undergraduate Student Council
Andrea Valeria Alva-Araya—President
Shruti Pujara—Vice President
Shawn Andrade—Secretary
Henry Lai—Treasurer
Shannon Morgan—Senator

To help you become familiar with your Graduate and Undergraduate Student Council presidents and senators, we have provided a profile of each. We hope that you take the time to read them and to learn more about those who will be representing you.

For Graduate Student Council President Khushboo Chaudhary, Job Opportunities Are Key

Like so many international students, Khushboo Chaudhary of New Delhi, India, had long dreamed of living in New York City. “I blame it on the TV shows I watched as a teenager: Gossip Girl, Sex and the City, and Friends,” she said.

That dream came to fruition in Fall 2016, when she enrolled in the MS in public relations and corporate communication at the NYU School of Professional Studies (NYUSPS) Division of Programs in Business (DPB). Coming from a business family, Chaudhary had earned a bachelor's degree in commerce from Delhi University’s prestigious Lady Shri Ram College, after which she worked for a short stint at KPMG India.

Feeling uninspired by her job, one day she randomly took a Facebook quiz that identified public relations as a good career for her, an idea that she had not thought about but soon realized made perfect sense. “PR is an industry that offers great opportunities and leadership roles for women,” she noted.

At NYUSPS, Chaudhary has sought to play an active role in the graduate student government to help students develop professionally and to secure employment. “My classmates are from many different countries and backgrounds, however we share a common goal—building successful careers,” she asserts. She senses the biggest concern among students is finding jobs in the disciplines they have chosen to pursue. She explained that she had been able to find two internships—at the UN and at Johnson & Johnson—through her own efforts. As a member of the student government, she hopes to work closely with the NYU Wasserman Center for Career Development at NYUSPS to ensure that students are able to have a broad selection of employment opportunities from which to choose that are directly related to their major.

Currently, Chaudhary is busy planning events for Spirit Week. “We want the events to be as much fun as possible so that students want to actively participate.”

She added, “As president, I have to make sure every voice is heard. It’s not easy to work with everyone’s schedule and expectations—it looks cool from afar, but it is real work.”

New Undergraduate Student President Andrea Valeria Alva-Araya Is a Multitasker and Problem Solver

The daughter of Peruvian immigrants, 25-year-old Andrea Valeria Alva-Araya is not a typical undergraduate student. Motivated in part by caring for her father who has Parkinson’s disease, she attended Hunter College as a pre-med student but found that “science and I do not combine well.” With that discovery, she switched majors, earning an associate’s degree in liberal arts from Queensborough Community College (CUNY) before transferring to the NYUSPS Division of Applied Undergraduate Studies (DAUS) in Fall 2016.

As the new president of the NYUSPS Undergraduate Student Council, she is keen to lend her support to her fellow classmates, many of whom have taken a nontraditional path to higher education. “I like to be the person people come to when they need help or answers,” acknowledged Alva-Araya, who is earning a bachelor’s degree in leadership and management, with a concentration in marketing, advertising, and public.
Vibrant and outgoing, Nhesthy Ong, an MS in integrated marketing student in the NYUSPS Division of Programs in Business, has the ideal temperament and global outlook to serve as the new graduate student senator.

A native of Manila, Philippines, Ong left home as a teenager to study at Kainan University in Taiwan for his bachelors degree in business administration. While there, he participated in the Massachusetts Institute of Technology International Exchange Program, and he spent one summer at Semester at Sea at various ports of call. “It was a life-changing experience and made me look at things from a different perspective,” said Ong. “I saw the richness of other cultures and realized that other people have dreams and ambitions just like me.”

Ong worked as a relationship manager for a bank in Asia before he enrolled at NYUSPS in Fall 2016 to gain the real-world education for which the School is renowned. “I wanted a practical education and to network with people in the industry,” said Ong. “NYUSPS provides me that platform.”

His career interests have provided an impetus to his goals both on and off campus. “Marketing is a powerful skill to have,” declared Ong. “It enables me to influence people whether it be in their purchasing decisions or in social positions to create a positive impact on society.”

Ong ran for graduate student senator on a platform of career, connection, and community. “I hope to be the voice of the NYUSPS community and bridge that gap between the University administration and our students,” he said. “It is important that we talk about policy that affects the School, such as affordability, and diversity and inclusion.”

While here, Ong has been actively involved in school life, serving as a mentor to high school students in the NYUSPS High School Academy Aspire program, a scholarship program for rising high school juniors from underrepresented communities who will be first-generation college students. He is chair of the NYU Alumni Relations Committee; vice chair of the NYU Student Services Committee; and member of the Financial Affairs Committee for both the NYU student government and the NYU Senate. He also is an NYUSPS Dean’s Graduate Scholar.

Ong, who hopes to work for a large company as a brand manager after graduation, added, “We need to bring the community together with one collective voice and talk about issues we face as students through an open, transparent, and healthy dialogue.”


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Gender Equity in Sports Is a Top Priority for Undergraduate Student Senator Shannon Morgan

Shannon Morgan, a junior pursuing a bachelor of science in sports management with a concentration in sports law at the NYUSPS Tisch Institute for Sports Management, Media, and Business, is an avid sports enthusiast and a big believer in gender equity in athletics.

Born and raised in Washington, DC, she attended Sidwell Friends School (where Malia Obama was a grade behind her), and captained the girls’ varsity basketball and track and field teams. Here at NYU, she is a sprinter on the varsity women’s track team. This past summer, she interned with the Washington Mystics, a WNBA women’s basketball team.

“I really got to see, firsthand, where the disparities exist in professional sports between men’s and women’s sports,” Morgan commented, noting that men’s athletic programs have bigger budgets and receive more media attention and recognition in general. This inequity has solidified her long-term career goal to work as an agent or in a legal capacity for women’s professional sports.

When she was considering undergraduate programs, Morgan was very impressed with what an NYUSPS professor told her. “‘We are not here to create worker bees but to produce owners and managers.’ That really resonated with me,” she admitted.

In addition to sports, Morgan is passionate about community service. She serves as a member of the NYU Black Student Union and of Women of Excellence, Strength, and Tenacity; and she is the NYUSPS Undergraduate Senator. Last year, she was the treasurer for the Undergraduate Student Council, and she has been on the Dean’s List every semester.

A number of issues are high on her list as a student senator. She and her fellow student government leaders plan to work on fostering better relations between NYUSPS and the larger NYU community. Getting the NYUSPS name out is another area of focus. Recalling that a faculty member at another NYU school with whom she took a class was not familiar with NYUSPS, she said, “We want to make sure we get the NYUSPS brand out there.”

Student engagement is another tough challenge. Morgan, who hopes to attend graduate school for a joint JD/MBA, plans on working hard “to engage students in school activities as early as their freshman year.”
NYUSPS DEAN’S UNDERGRADUATE AND GRADUATE SCHOLARS CHOSEN FOR 2017–2018 ACADEMIC YEAR

Recognition of student achievement through awards and honors is a cornerstone of the NYU School of Professional Studies. Each year, the School recognizes outstanding students who exemplify academic achievement, dedication to community service, and committed involvement within the NYUSPS community.

The Dean’s Undergraduate and Graduate Scholars represent an outstanding group of student ambassadors for NYUSPS and dedicated college mentors to high school students from underrepresented communities in the New York tri-state area. As mentors to high school students in the NYUSPS Aspire Program, they attend in-person workshops about critical college preparatory topics and provide integral guidance and support through the college application process. The 2017–18 Dean’s Scholars are as follows:

DEAN’S UNDERGRADUATE SCHOLARS

Camille Aké – BS candidate in Hotel and Tourism Management, Jonathan M. Tisch Center for Hospitality and Tourism
Stephen Brown – BS candidate in Social Sciences, Division of Applied Undergraduate Studies
Jasneel Chaddha – BS candidate in Sports Management, Tisch Institute for Sports Management, Media, and Business
Che “Sophie” Huang – BS candidate in Hotel and Tourism Management, Jonathan M. Tisch Center for Hospitality and Tourism
Irene Kulbida – BS candidate in Hotel and Tourism Management, Jonathan M. Tisch Center for Hospitality and Tourism
Andrew Nicholas Mayz – BS candidate in Sports Management, Tisch Institute for Sports Management, Media, and Business

Olivia Sjostedt – BA candidate in Social Sciences, Psychology, Division of Applied Undergraduate Studies
Sungtak “Marc” Son – BS candidate in Sports Management, Tisch Institute for Sports Management, Media, and Business
Ronald Taylor – BS candidate in Marketing Analytics, Division of Applied Undergraduate Studies
Bradley Waldstreicher – BS candidate in Sports Management, Tisch Institute for Sports Management, Media, and Business
Alana Zimmer – BA candidate in Social Sciences, Psychology, Division of Applied Undergraduate Studies

DEAN’S GRADUATE SCHOLARS

Taylor Ackerman – MS candidate in Global Affairs, Center for Global Affairs
Efe Akbulut – MS candidate in Integrated Marketing, Division of Programs in Business
Mona Bennani – MS candidate in Global Affairs, Center for Global Affairs
Jesus Casado Gonzalez – MS candidate in Global Affairs, Center for Global Affairs
Edward Cohen – MS candidate in Real Estate, Schack Institute of Real Estate
Valentina Duhanaj – MS candidate in Global Affairs, Center for Global Affairs
Ana Cristina Garcia – MS candidate in Global Affairs, Center for Global Affairs
Morgan “Meg” Greene – MS candidate in Publishing: Digital and Print Media, Center for Publishing
Divya Joshi – MS candidate in Integrated Marketing, Division of Programs in Business
Shuang “Liliana” Li – MS candidate in Translation, Division of Languages and Humanities
Dominique Mckoy – MS candidate in Global Affairs, Center for Global Affairs
Nhesthy Ong – MS candidate in Integrated Marketing, Division of Programs in Business
Thomas Perkins – MS candidate in Real Estate, Schack Institute of Real Estate
Anna Shulyak – MS candidate in Management and Systems, Division of Programs in Business
Shang-Han Wang – MS candidate in Integrated Marketing, Division of Programs in Business

Dean Dennis Di Lorenzo (bottom right) and his chief of staff, Fiona Jaramillo (bottom left), pose with a group of this year’s undergraduate and graduate scholars.

Photo Credit: Amy Armstrong
EVENTS SPOTLIGHT

NYUSPS graduate students had the opportunity to sail away on the “Harbour Lights” by Empire Cruises with the NYU Graduate Activities Board and fellow NYU graduate students on April 28 in celebration of the closing of the academic year.

Photo Credit: NYUSPS/Stephen Bleuler

Fifteen different countries were represented at the March 31, 2017 NYUSPS Global Village, a celebrated tradition at the School, during which students are able to showcase and share their food, culture, traditions, and attire. Stay tuned for details for next spring’s event.

Photo Credit: NYUSPS/Stephen Bleuler

NYUSPS STUDY AWAY BUILDS CHARACTER AND BROADENS PERSPECTIVE

Studying away allows students to gain firsthand experience in their subject area and to apply the skills they are learning in the classroom in a different context and environment. Many NYUSPS graduate students had the opportunity to travel abroad to countries such as China, Costa Rica, England, Mexico, and Panama, among others, in order to engage in field studies, attend conferences, and meet international industry leaders.

MS in Global Affairs students conducted a field-based conflict assessment last March at a UNESCO World Heritage Site - Parque Internacional La Amistad (International Friendship Park) on the border of Panama and Costa Rica. In addition to interviewing a diverse range of stakeholders, students also participated in homestays with local families, meetings with Indigenous community members, and day hikes in rainforest biodiversity hotspots. They also had an opportunity to explore ASOPROLA (pictured above), a community organization in Altamira de Biolley, Costa Rica, and to learn about their organic farming practices.

Photo Credit: Anila Churi

Last June, undergraduate and graduate students in the NYUSPS Jonathan M. Tisch Center for Hospitality and Tourism and the NYUSPS Tisch Institute for Sports Management, Media, and Business participated in a study tour to London, Europe’s leading sport tourism destination. Among the sites they visited were Wimbledon, Olympic Park, Westminster Abbey, Buckingham Palace, Piccadilly Circus, Borough Market, and the Tower of London (pictured above).

This past spring, Students from the NYUSPS Schack Institute of Real Estate learned about global real estate transactions, investments, and cross-border development projects during their study tour in London. They met with real estate investment firms such as Blackstone, Cushman & Wakefield, and Tishman Speyer, among others. They also took an exclusive tour of the Crossrail (pictured above), Europe’s largest infrastructure project.
STUDENT CLUBS

Student Clubs speak to both the academic and social aspects of student life at the University. Joining a club can be the pathway to forging enduring lifelong friendships and future professional opportunities and connections. Clubs offer a creative forum for exploring intellectual, business, and cultural passions while opening the door to establishing communities of interests and deeply enriching the academic experience.

NYUSPS CLUBS AND COMMITTEES 2017–2018

Undergraduate Clubs
Undergraduate Student Council
Hospitality Business Society
Real Estate Club
Sports Business Society
Student Association for Applied Studies

Graduate Clubs
Graduate Student Council
Graduate Sports Business Society (GSBS)
Hospitality and Tourism Society (HTS)
Integrated Marketing Association
Management and Systems Student Association
Project Management Student Network
Public Relations League
Publishing Students Association (PSA)
Real Estate Institute Student Association
Student Association for Global Affairs
Society of Human Resource Management
Translation Society

School-Wide Clubs
International Club
Veterans Association

School-Wide Committees
Events Committee
Community Service Committee
Social Media Committee
Graphic’s Committee

Undergraduate Student Council
spsusc@nyu.edu
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sps.prl@nyu.edu
sps.psa@nyu.edu
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Photo Credit: Sue Wais

As part of a New York Cares Initiative, the NYUSPS Community Service Committee spent the day doing various tasks, such as planting, raking, and garbage pickup, in an effort to help maintain parks and other community green spaces in Red Hook, Brooklyn.
LEADERSHIP WORKSHOPS
The NYUSPS Office of Student Life organizes leadership workshops covering a variety of topics. The purpose of these workshops is to teach leadership skills that students—especially those in leadership positions—can apply in their roles as student leaders and in their daily interactions. Topics thus far have included the Leadership for Growth Model, relationship building, listening to understand versus listening to respond, and 10 essential business leadership skills.

This semester, we began our programming with a workshop for our student leaders on Sunday, September 17, which featured Mike Mannix, managing vice president, Swiss Post Solutions, who spoke about the Leadership for Growth Model. Over 50 students attended the workshop and participated in dialogue, group discussions, and various team-building exercises.

In the afternoon, leaders were introduced to policies and procedures that guide student government at NYUSPS.

Students will be notified of additional workshops through our weekly email announcements.

STUDENT COUNCIL MEETINGS
Student Council meetings are open to all NYUSPS graduate and undergraduate students. Stop by, meet your student leaders, and learn more about how to get involved.

Undergraduate Student Council Meetings
Friday, October 13  5:30–6:30 p.m., 7 East 12th St., Room 336
Friday, November 10  5:30–6:30 p.m., 7 East 12th St., Room 336
Friday, December 8  5:30–6:30 p.m., 7 East 12th St., Room 336

Graduate Student Council Meetings
Friday, October 13  6:30–8 p.m., 7 East 12th St., Room 321
Friday, November 10  6:30–8 p.m., 7 East 12th St., Room 321
Friday, December 8  6:30–8 p.m., 7 East 12th St., Room 321

Interested in joining a Student Council Committee? Come to one of the weekly meetings below.

Community Service Committee
Mondays, 12:30 p.m., 7 East 12th St., Room 333

Social Media Committee
Tuesdays, 10 a.m., 7 East 12th St., Room 333

Events Committee
Wednesdays, 3 p.m., 7 East 12th St., Room 336

FALL 2017 STUDENT EVENTS AND ACTIVITIES
October 20-29
SPIRIT Week (see page 3 for details)
Friday, October 20
NYUSPS Networking Night*
Friday, October 27
Halloween Spirit Party
Sunday, October 29
Third Annual 5K Run/Walk
(see back cover for details)
Saturday, December 2
Winter Ball, Copacabana Times Square

*This event is hosted by the NYU Wasserman Center for Career Development at NYUSPS and is only open to current graduate and undergraduate students. Visit NYU CareerNet for more information.

For additional events, including those that are club specific, please check your weekly announcements.

SOCIAL MEDIA FOR NYUSPS STUDENT COUNCILS

Undergraduate Student Council
Facebook: NYUSPSUSC
Twitter: @SPSUSC
Instagram: @SPSUSC

Graduate Student Council
Facebook: NYUSPSGSC
Twitter: @SPSGSC
Instagram: @SPSGSC
REGISTER TODAY FOR THE SCHOOL’S THIRD ANNUAL 5K RUN/WALK
Sunday, October 29, 2017
Hudson River Park, Pier 84 • 9:00 a.m.

The NYUSPS Third Annual 5K Run/Walk will take place on Sunday, October 29, 2017. The race will start at 9:00 a.m. at Pier 84, which is located at West 44th Street and 12th Avenue, and will continue south along the flat and fast-running path that hugs the scenic Manhattan waterfront down to Pier 62 at Chelsea Piers. Runners will then continue back to where the race originally began. The brainchild of Dean Dennis Di Lorenzo, an avid runner himself, this event raises funds to support scholarships at NYUSPS, which help students to complete their education and get off to a running start. We are excited to announce that this year, we will be organizing teams by division—be sure to pick your team when you register. There also will be a Young Runners 1/2 Mile Run, for ages 8-16, immediately following the completion of the 5K.

Join us for what has become an amazing tradition. Walk, run, or cheer from the sidelines with students, faculty members, administrators, friends of NYUSPS—and Dean Dennis Di Lorenzo and family! (If you’re inclined to celebrate Halloween a tad early, you might want to start thinking about running in costume.)

Whether running or not, we encourage you to make a donation to this worthy cause: go to http://giving.nyu.edu/nyusps5k. Not a runner? There are still ways to get involved and support this initiative: go to bit.ly/5KRUNvolunteer2017 if you would like to register as a volunteer. For more information and to register, visit sps.nyu.edu/5krunscholarship.

sps.nyu.edu