SEVENTY-FIVE YEARS

NEW YORK UNIVERSITY
SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES
Cover: NYU-SCPS gratefully acknowledges the generosity of Bob and Lora Khederian for the reproduction of Washington Square, New York, 1936, by Blendon Reed Campbell.
Seventy-Five Years
75 YEARS OF EDUCATIONAL EXCELLENCE, LEADERSHIP, AND INNOVATION

NEW YORK UNIVERSITY
SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES
NYU-SCPS AT A GLANCE

Founded in 1934, NYU-SCPS is one of the nation’s oldest and largest university-based schools of continuing education and professional development.

ENROLLMENT
1,696 undergraduate students
2,811 graduate students
54,365 continuing education enrollments

DEGREES, CERTIFICATES, PROGRAMS
14 master’s degrees and 12 graduate certificates,
1 diploma program, 26 undergraduate degrees, and nearly 2,500 continuing education courses,
lecture series, and conferences

ACADEMIC DIVISIONS AND CENTERS
• Division of Programs in Business
• Center for Global Affairs
• Preston Robert Tisch Center for Hospitality,
  Tourism, and Sports Management
• George H. Heyman, Jr. Center for Philanthropy and Fundraising
• NYU Schack Institute of Real Estate
• Division of Media Industry Studies and Design
• Liberal Studies and Allied Arts
• Paul McGhee Division

LOCATIONS
• Greenwich Village/Washington Square (main campus)
• Downtown: Woolworth Building (15 Barclay Street)
• Midtown: NYU Midtown Center (11 West 42nd Street)
A MESSAGE FROM THE DEAN

The story of the first 75 years of the New York University School of Continuing and Professional Studies (NYU-SCPS) reflects high values, unfolding social purpose, constant innovation, and a nearly unexampled capacity to respond to societal and economic needs and opportunities. To peruse the School's Bulletins over three-quarters of a century is to experience the transformation of the regional economy, the democratization of opportunity, the creation of cultures of education around fields of practice that have become ever more complex and global in scope, and to witness the inventive energy of New York City itself.

Looking backward, one better understands the School's increasing intellectual coherence, as a locus for academic communities connected to specialized fields of professional practice that are native to New York, arising through the School's unique capacity to capture the expertise and knowledge of reflective practitioners and shape them into curricula that honor the exacting research university standards of NYU. Whether in the growing stature of our selective graduate and undergraduate programs or in our evergreen leadership in continuing higher education, for more than seven decades the School has been faithful to its mission of extending learning resources to the general public—working professionals, career changers, and adults of all ages who seek as informed citizens to enlarge their understanding of culture, languages, sciences, and civic and global affairs.

To be truly educated in the 21st century is not a function of a finite residential experience of several years' duration in one's youth. Lifelong learning — whether in the form of short-term programs, professional certificates, graduate (or deferred undergraduate) study, or post-baccalaureate or post-graduate executive education — has become necessary for successfully navigating change and one's likely multiple careers. And for those exploring liberal studies and the arts at any age, it constitutes a continuing affirmation of what it means to be alive.

As dean of NYU-SCPS, I am naturally proud of our record of achievement and confident that the next 75 years are likely to witness even more inventive and expanding academic leadership and growing evidence of the collaborative value our School will bring to NYU’s overall rising trajectory as The Global Network University. Our School was shaped, led, and willed into existence by many remarkable figures, visionary educators, impassioned public servants, enlightened advocates, and university citizens. I speak on behalf of our entire School community in expressing gratitude to the tens of thousands of faculty members, the generations of Advisory Board members and supporters, the myriad donors, the faithful 22,000 plus degree-holding alumni, the decades of resourceful staff members, and the University’s supportive leadership over our long history: they are all the true protagonists in our story of accomplishments, just as our students — past, present, and future — were, are, and will always remain our raison d'etre.

It is a fitting tribute to the School's accomplishments and its future that, at the onset of our 75th year, NYU’s Trustees approved the acquisition of 7 East 12th Street to gather all of our Washington Square-based academic programs and support services into one building. Our new permanent home will enable the School to strengthen and energize the sense of community and foster opportunities for collaboration. Although the majority of our graduate programs will remain anchored at our Midtown (42nd Street) and Downtown (Woolworth) Centers, they too will be uplifted because henceforth the School will have a tangible campus identity, inspiring the next 75 years of academic innovation and service.

Our own history is thus at an inflection point of new beginnings. What could be more appropriate? As the narrative in these pages document, assuring pathways for renewal has always been — and will long remain — the driving purpose of the School of Continuing and Professional Studies.

Yours truly,

Robert S. Lapiner
Dean
Since its founding 75 years ago, New York University’s School of Continuing and Professional Studies (NYU-SCPS) has evolved not only as a global leader in continuing education but also as an essential learning resource, fulfilling the professional needs and personal aspirations of generations of New Yorkers. As we celebrate a milestone anniversary and honor an outstanding record of achievement, we offer this capsule portrait of SCPS at 75.
WHO WE ARE

- An internationally renowned institution of higher learning open to all and defined by our deep, historical connection with New York City and its global industries and cultural institutions

- One of the most highly respected post-baccalaureate continuing education programs in the United States

- The fourth-largest graduate program and fifth-largest undergraduate school of New York University, one of the leading private research universities in the United States

- The fullest embodiment of NYU’s founding commitment to be “In and Of the City” and now “In and Of the World”

WHAT WE DO

- Provide motivated adult students of all ages and backgrounds with university-level educational programs that are rigorous, timely, career-focused, practice-based, and of the very highest quality

- Offer a continuum of practical options for our students—including evening, weekend, intensive, and online courses; seminars and conferences; professional certificate programs; professionally focused graduate programs; and undergraduate degree programs for adults—all designed to meet the academic, professional, and creative needs of students across the arc of their careers and professional development

- Educate socially responsible, resourceful, and globally competent professionals who, as degree-seekers or lifelong learners, develop the knowledge, skills, and habits of mind to advance their fields and their communities

- Capture and communicate in real time the expertise of leading practitioners in the industries and creative sectors that drive the economic and cultural life of the New York metropolitan area

- Engage in a continuous and mutually beneficial exchange with the great city we serve and its diversity, energy, global outlook, and knowledge resources that inform our programs and define our identity

- Foster and support a vibrantly diverse community of students, who are engaged in the life of the School and through it, connect to worldwide professional networks

- Preserve and build on a 75-year heritage of educational leadership and service to greater New York

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“NYU’s founders had a distinctive idea—that we should be a University in and Of the City, that we should serve an emerging merchant and middle class, providing an education that is not only intellectually enriching but that permits one to prosper in one’s professional life. Of all of NYU’s schools, none lives that original mission more fully than the School of Continuing and Professional Studies.”

John Sexton, President of New York University, on announcing the appointment of Robert S. Lapiner as Dean of NYU-SCPS in September, 2005.
IN AND OF THE CITY

As NYU-SCPS embarks on its next 75 years, it continues to embody, perhaps more than ever, NYU’s founding ideal of being “In and Of the City.” Engagement with and service to New York remain at the very core of the school’s identity and purpose. SCPS today maintains an unwavering focus on the practice-based, career-centered study that has equipped generations of New Yorkers and adult students from around the world with the knowledge, skills, and critical understanding required to succeed and grow in both prosperous and challenging times.

The financial and commercial preeminence of New York, its global outlook, cultural leadership, and vast resources of professional expertise continue to inform all aspects of SCPS, from its programs and curricula to the diversity and vibrancy of its constituent communities: faculty, students, alumni, and supporters.

IN AND OF THE WORLD

From the center of one of the world’s most cosmopolitan cities, NYU-SCPS is uniquely positioned to provide its students with a truly global perspective. SCPS classrooms are a microcosm of the interdependent global economy, where disciplined, engaged students from around the world connect to key sectors of New York’s economy and the worldwide networks linked to them. At SCPS, learning continues beyond the classroom in the multicultural laboratory that is New York City, in NYU academic centers abroad, and in year-round conferences, seminars, and public events that bring the world to NYU.

“SCPS has always functioned as a barometer in anticipating the city’s aspirations. Our approach has been to observe what New Yorkers are doing and saying about the world they experience so that SCPS can provide the knowledge and the know-how they need to help them realize their goals.”

Dorothy A. Durkin, Associate Dean, Strategic Development and Marketing
NYU-SCPS today is a comprehensive institution of higher learning defined by its deep-rooted connections to the industries and creative energies of New York City. It serves as the academic home at NYU for key sectors in which New York City leads: Real Estate; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy; Communications Media, Publishing, Digital Arts, and Design; Human Capital Management, Information Technology, Marketing, and Finance; and the Liberal and Allied Arts.

For 75 years, NYU-SCPS has reached out to adults at every stage of life with academic programs and curricula that reflect the changing nature of careers and work in a globalized, knowledge-based economy. SCPS curricula are tailored to meet the professional and educational needs and personal aspirations of highly diverse adult student populations, including:

- Full-time undergraduate and graduate students
- Working professionals pursuing master’s degrees, undergraduate degrees, or professional certificates part-time in order to advance their careers or start new ones
- Students of all ages seeking to explore new intellectual pathways, tap their creative potential, stay abreast of new technologies, or better understand the world around them

From the beginning, NYU-SCPS has incorporated technological innovations and new ways of thinking into its curricula, creating programs and knowledge communities in new or academically underrepresented fields such as digital design and animation, medical interpreting, fine and decorative art appraisal, and sports business. Answering industry calls for more specialized workers, SCPS launched its groundbreaking master’s degree program in 1988 with the Master of Science in Real Estate, and today offers 14 master’s programs that combine theory with real-world applications and empower students with the knowledge and analytical skills necessary to advance their careers and contribute to their fields. Responding as well to the needs and schedules of working professionals, NYU-SCPS has been a leader in the development of flexible and accessible formats, such as: evening and weekend classes; summer- and winter-term intensives; continuing education courses that begin throughout the school year; professional and graduate-level certificates; NYU-SCPS Online programs and courses, and hybrid programs that combine online and on-site studies.
Professional certificate programs in everything from accounting and information technology to real estate and writing enable students to broaden and strengthen their knowledge base and suite of skills and acquire a valuable credential. Graduate certificate programs offer students the opportunity to hone their critical thinking and analytical skills and gain expertise and a more powerful credential through advanced study — without the time commitment required to complete a full master’s degree program. On any given day, SCPS divisions and centers are the focal points of industry-focused learning activities and events, including speaker series, panel discussions, workshops, seminars, and conferences.

**SCPS OFFICE OF CAREER MANAGEMENT**

Central to the mission of NYU-SCPS is helping to ensure the lifelong career success of its students. The School’s industry-specific programs provide the educational foundation and networking opportunities students need to advance in their fields. In addition, through its Office of Career Management (OCM), SCPS makes available to both students and the New York community at large an array of resources and tools to help them identify and set professional goals and develop strategies for achieving them. Since its founding during the Great Depression of the 1930s as NYU’s Division of General Education, the School has been a pioneer in developing courses and programs that enhance students’ professional knowledge and skills, offer valuable credentials, and provide opportunities to explore and successfully navigate new career paths. From 1945 through 1968, OCM’s forerunner, the Testing and Advisement Center, provided veterans and later members of the general public with a springboard to the postwar job market. Today, OCM courses, workshops, seminars, professional certificate programs, job-search resources, and career counseling sessions enable students to assess their strengths, plan and manage their careers, explore new fields, manage transitions, and stay marketable in today’s competitive and challenging economy.

**INSIGHTS INTO NEW WORLDS: NYU-SCPS CONFERENCES AND PUBLIC EVENTS**

NYU-SCPS maintains a year-round intellectual discourse with industry leaders, analysts, and the general public. The Center for Global Affairs presents diverse and thought-provoking series that explore vital current issues in international relations that the public can attend with no admission fee. Industry-focused events include prestigious international gatherings, such as the Capital Markets Conference and REIT Symposium, hosted annually by the NYU Schack Institute of Real Estate, and the Tisch Center’s annual NYU International Hospitality Industry Investment Conference. Renowned legal scholar Arthur R. Miller, NYU University Professor and NYU-SCPS Director of Public Dialogues, moderates a series of discussions on contemporary issues in politics, media, foreign policy, and other areas, while the Liberal Studies and Allied Arts division hosts a public lecture series on scientific issues. Breakfast seminars, such as those sponsored by the Schack Institute, and a lunchtime lecture series offered by the George H. Heyman, Jr. Center for Philanthropy and Fundraising are more informal events that spur discussion and the exchange of ideas. In addition to supplementing classroom learning and facilitating networking, these and other SCPS-sponsored events help shape industry responses to key concerns of the day and foster collaboration and dialogue within SCPS and NYU as well as with the greater New York City community.
NYU-SCPS COMMUNITY

The success of NYU-SCPS over its 75-year trajectory as one of the nation’s most respected leaders in adult continuing and professional education is due in no small measure to the ongoing commitment and dedication of all its constituents: students, faculty, staff, alumni, Advisory Board members, and donors. With its multiplicity of offerings and the diversity of its populations, SCPS today is a place where New Yorkers and others come together — wherever they are in the learning continuum — to further their talents and ambitions, immerse themselves in the life of a world-class urban university, and connect to educational resources and professional networks of great and lasting value.

SCPS’s rapidly growing worldwide alumni network plays a key role in creating community and defining the School’s identity. As SCPS alumni make their mark in their professions and communities, they also continue to engage with the School: as mentors to current students, as visiting lecturers and faculty members, as returning continuing education students, and as Advisory Board members and valued donors.

ACCESS TO THE TOP:
NYU-SCPS ADVISORY BOARDS

The Advisory Boards of NYU-SCPS divisions and centers are composed of leaders and prominent innovators in their fields. Their expertise helps guide the development of SCPS curricula and programs, keeping students well ahead of the latest industry trends and technologies. Advisory Board members organize a range of events — including speaker series, seminars, site visits to conferences and companies, and social activities — that focus on topics of vital interest to their industries. They are also active fundraisers and valued donors, and often serve as student mentors, sharing their real-world experiences and opening doors to professional success.
Faculty

The foundation of any academic institution is the quality of its faculty. At NYU-SCPS, the talent, expertise, industry connections, applied research, and passion for teaching of the full-time and adjunct faculty make for an exceptional learning experience. In graduate, undergraduate, and continuing education programs, reflective practitioners from New York’s key industries turn their classrooms into hubs in the professional and knowledge networks that link the city to the world. As innovators and knowledge creators in their fields, SCPS faculty conduct guest lectures, serve as mentors, are widely published and frequently cited, and are eager to share their insider perspectives and real-world experiences. SCPS, in turn, is deeply committed to the development of its faculty and to maintaining the highest standards of teaching in all its programs.

Student Life

In the heart of New York City, “At the Center of the Center of It All,” New York University and NYU-SCPS offer one of the most exciting educational experiences to be found anywhere. To a great extent, students create the SCPS experience, and their diversity—of nationalities, academic and professional backgrounds, and ages—enriches it immensely. SCPS students learn from each other, in and out of the classroom, and in the process often forge close personal and professional relationships that last well beyond their time at the School. Whether continuing education, undergraduate, or graduate, SCPS students—many of them balancing career, family, and study—have the option to engage fully in the life of the school. To help students make the most of their NYU experience, SCPS and its Office of Student Affairs support a wide array of extracurricular programs and activities that strengthen community, foster networking, or simply provide fun and personal satisfaction. Student involvement at SCPS can take many forms, including participation in:

- Undergraduate or graduate student council
- Interest-based or professionally oriented clubs
- Community service projects, both on and off campus
In the summer of 1934, in the midst of the Great Depression, two separate units of New York University, the Extension Division and the Institute of Education, were combined to create the Division of General Education (DGE), the precursor of the present-day School of Continuing and Professional Studies. In an early DGE Bulletin, Ned H. Dearborn, the first dean of the new Division, summarized its two-fold purpose: “to serve as the coordinating and unifying agency for all University courses in off-campus degree-credit programs, and also as the instrument through which the University might make its contribution to the adult-education movement.”

Three-quarters of a century (and several name changes) later, the fledgling Division’s contributions to the “adult-education movement” and to the New York City community as a whole have far exceeded anything imaginable in 1934. SCPS today is a vibrant realization of Albert Gallatin’s founding aspirations for NYU. In 1831, the Swiss-born statesman and financier, who had served as U.S. secretary of the treasury under Presidents Jefferson and Madison and went on to become a co-founder of NYU and the first president of its governing council, declared his intention to establish “in this immense and fast-growing city ... a system of rational and practical education fitting for all and graciously open to all.” For 75 years, SCPS, with its historic mission of public service and unwavering focus on higher education with a practical application, has been at the heart of Gallatin’s vision.
On July 1, 1934, the NYU Division of General Education, today's SCPS, is created from the merger of the university's Extension Division, which offered a wide variety of credit and noncredit courses, both on and off campus, and the Institute of Education, a School of Education unit designed to provide additional training to teachers. The leadership of the newly formed division consists of Acting Director Ned H. Dearborn, who is named dean in 1935, and two administrative assistants, Richard Saunders and Paul McGhee. McGhee is in charge of the division's noncredit programs. In its first year, DGE offers 155 credit courses, mostly for off-campus teacher training, and 122 noncredit courses.

Although the U.S. economy begins a slow recovery in 1934, the unemployment rate is still nearly 22 percent. DGE responds by offering courses in social work in cooperation with the Temporary Emergency Relief Association, New York City's public welfare agencies, and the Home Relief Bureau. Other 1930s initiatives include:

- The Reading Clinic (created to address literacy problems in the adult job-seeking population)
- The Center for Safety Education
- The Washington Square Writing Center
- The first Real Estate Appraisal course (a forerunner of the Real Estate Institute, now the NYU Schack Institute of Real Estate)
- Programs in foreign languages and English as a Second Language
- The Center for Graphic Design
- The Radio Workshop
- The first courses in television production

In 1936, NYU leases 20 Washington Square North for use as the administrative center of the new Division of General Education. Artist Syd Browne’s pen-and-ink sketch of the five-story brick building appears on the Division’s Bulletin covers from 1937 through 1939.
At the beginning of World War II, the United States faced a shortage of skilled technical workers for its war industries. In July 1940, Congress created the Engineering Defense Training Program, which, after the Japanese attack on Pearl Harbor and the U.S. entry into the war in 1941, became the Engineering, Science, and Management War Training Program (ESMWT). DGE participated in the program and established a War Training Center that operated throughout the war years. The Division also created a special program in personnel work to meet government and industry needs, and organized its first annual Institute on Federal Taxation in response to wartime changes in tax legislation. The Institute continues to this day.

In 1941, DGE's off-campus, teacher-education credit courses were transferred back to the School of Education. (For the next 23 years, DGE offered noncredit courses only.) At the same time, the Division moved from its headquarters at 20 Washington Square North to the University's Main Building on Washington Square, now the Silver Center. In 1943, Dean Dearborn left DGE to head the National Safety Council; Paul McGhee was appointed Acting Director. Named Director in 1944 and Dean in 1946, McGhee guided DGE through more than 20 years of growth, restructuring, and innovation.

With the passage of the G.I. Bill at the end of the war, DGE experienced enormous leaps in enrollment and played a critical role in helping returning veterans make the transition to higher education. The Division's government-supported Testing and Advisement Center provided testing and career counseling to veterans and later to members of the general public, and laid the foundation for the courses, programs, and counseling services offered today by the NYU-SCPS Office of Career Management.

The rapid growth of DGE's English as a Foreign Language program led to the establishment in 1945 of the American Language Institute. By mid-decade, the Division was offering 40 foreign language courses, 26 more than in 1941. With the need for technically skilled workers continuing to grow after the war, DGE introduced new career-oriented courses in construction, air conditioning, electronics, radio, and television.

The launch in 1948–1949 of a two-year noncredit liberal arts program leading to a “Certificate in General Education” constituted an important step toward organizing the Division's liberal arts offerings and established a precedent for a degree-granting function. In 1949, DGE's wartime personnel courses formed the nucleus of the new Management Institute, charged with developing courses and on-site training programs to meet the rapidly changing requirements of business and industry. That same year, the Division moved to larger quarters on Washington Square North. (A neighbor at Number 3 was artist Edward Hopper, who lived and painted on the fifth floor of the building from 1913 to his death in 1976.)
The postwar boom in adult education continued into the new decade. Answering the call for a more educated citizenry, especially in the area of technology, the Division of General Education held a three-day conference on nuclear technology in January 1950, began offering many new building courses in response to the ongoing construction boom, and introduced a course on the burgeoning field of synthetic fibers. DGE’s as yet unnamed liberal arts division also expanded its course offerings during the 1950s. Highlights included a folk music and jazz class held at a Greenwich Village club, a Workshop in Practical Politics that drew praise from then Mayor Robert Wagner, and a Poetry Workshop featuring readings by Dylan Thomas, Langston Hughes, and John Ashbery.

Several current NYU-SCPS divisions, centers, and institutes have roots in programs developed in the 1950s. Building on publishing courses offered in the 1940s, the Center for Graphic Industries and Publishing, the precursor of today’s Division of Media Industry Studies and Design, was established in 1951. The following year DGE held its first Biennial Conference on Charitable Foundations, a harbinger of the future George H. Heyman, Jr. Center for Philanthropy and Fundraising at NYU-SCPS. Also in 1952, the Division introduced a course broadcast on television titled, Today’s English. The first NYU course ever televised, Today’s English led to the development of Sunrise Semester, the Emmy Award–winning NYU/CBS co-production, which aired on CBS from 1957 through 1982. Other groundbreaking 1950s initiatives included the launch in 1951 of a series of free lectures, concerts, and forums for the general public and the chartering of the Office of Special Services to Business and Industry, a special unit charged with coordinating and promoting new programs in off-campus business education.

In a significant development for the future of DGE, the NYU Council approved tenure appointments in the Division in 1953. The first DGE professor to be granted tenure was Mendor T. Brunetti, founder of the Division’s foreign language program and of the American Language Institute. (In 1962, Professor Brunetti was named by the government of France a Chevalier dans l’Ordre des Palmes Académiques for promoting the study of French language and culture in the United States.)

In 1954, the Division’s name was changed to the Division of General Education and Extension Services (DGEES) to reflect its growth and the expansion of its activities outside of Manhattan. By mid-decade, DGEES was offering courses at 19 off-campus sites and its enrollment surpassed that of any other individual school at NYU. A $350,000 grant from the Ford Foundation’s Fund for Adult Education enabled Dean McGhee to establish the Liberal Arts in Extension Program in 1957, which conducted lecture series, workshops, seminars, and courses in the liberal arts at a variety of locations in Westchester County, Long Island, and New Jersey. In 1959, the Division marked its silver anniversary. Its enrollment by then was 18,000, an eightfold increase over the 1934 figure.
At the start of what was a decade of extraordinary social and political upheaval, Dean Paul McGhee, prompted by the growth of DGEES and the breadth of its expanding programs, reorganized the Division into seven separate units: General Courses for Adults, the Reading Institute, the Center for Safety Education, the Testing and Advisement Center, the Office of Special Services to Business and Industry, Liberal Arts in Extension and Town Hall (the lecture and concert hall in Midtown Manhattan, which NYU had acquired in 1957). On August 4, 1964, Dean McGhee died at age 63. Associate Dean Russell EW. Smith was appointed acting dean and then dean the following year.

After a 23-year period in which the Division offered only noncredit courses, the long-discussed DGEES Associate in Arts Degree Program was finally inaugurated in 1964. A four-year, part-time study program restricted to students age 21 and over, the new associate degree program was a forerunner of the undergraduate degree programs of today’s Paul McGhee Division. Three additional Associate Degree Programs were developed in the 1960s; the Associate in Applied Science Program in Business, in Public Service (a response to the widespread social consciousness and activism of the day), and in Pre-Physical Therapy (offered in cooperation with NYU Medical Center and Bellevue Hospital).

The Division’s growth and rising stature within the University and the community were recognized in a significant name change in 1966. In September of that year, the Division of General Education and Extension Services took its place among the constituent schools and colleges of NYU as the renamed School of Continuing Education (SCE). In 1967, following the termination of the Liberal Arts in Extension Program, the Office of Community Service Programs was created to facilitate the extension of educational services to communities in need. That same year, on the initiative of developer Larry Silverstein and other major real estate executives, the NYU Real Estate Institute was founded with a faculty consisting entirely of industry professionals. In 1968, the School’s business programs were brought together in the new Division of Business and Management.

“...The new name [School of Continuing Education and Extension Services] means two things. It is, first, a more accurate description of what adult education at New York University has come to be, a school within a great urban University, where interested and interesting people may come to continue to learn, to add a dimension to their lives. The new name also means that there will continue to be change and innovation responsive to contemporary life.”

Russell F.W. Smith, Dean, 1965–1975
Against the backdrop of energy shortages and the final phases of the Vietnam War, New York City and NYU were challenged by a severe national economic downturn. Despite University-wide financial constraints in the early 1970s, the School of Continuing Education (SCE) continued to develop innovative new programs. In 1971, SCE introduced a Bachelor of Arts program for students over age 21 who had completed the SCE Associate in Arts program; a pathbreaking two-year General Studies Program designed to prepare younger students to transfer to a four-year program; and the Institute for Paralegal Studies. The following year, the School’s thriving Division of Business and Management began offering new diploma programs in Real Estate, Data Processing, and Systems Analysis.

Dorothy A. Durkin, now associate dean for strategic development and marketing, joined the SCE Public Information Office in 1970. As the School’s chief marketing strategist, Dean Durkin introduced new techniques in direct and interactive marketing. Among these initiatives was a refocusing of the School’s approach to engage adult learners in a dialogue to ascertain their needs and goals for continuing their education. The result was a dramatic increase in the School’s profile, outreach, and enrollments. This deep connection to the needs of adult learners has continued to influence the growth of the School through the decades.

After the death of Dean Smith in 1975, Carl F. Lebowitz, associate dean and director of the Associate in Applied Science Program in Business, served as acting dean until the following year, when Ann Marcus, dean of the Division of Continuing Education at LaGuardia Community College, was named dean of SCE, becoming the first woman to lead an NYU school. In 1977, Dean Marcus reorganized the School into four divisions: Degree Studies, Career and Professional Development (business programs), Liberal Studies (noncredit programs in liberal arts, creative arts, and publishing) and Academic Development. The same year also saw the introduction of a new diploma program in Computer Technology. The Manhattan real estate boom of the late 1970s fueled the rapid expansion of the Real Estate Institute. The decade ended on a high note as SCE opened its new Midtown Center at 11 West 42nd Street, which soon became the headquarters of the thriving Real Estate Institute, and is today the home of the majority of SCPS’s specialized graduate programs.
1980s

With the U.S. economy rebounding and computers about to revolutionize how the world works, SCE was poised to embark on a new period of growth and transformation. At the end of 1981, Dean Marcus became NYU Vice President of Student Affairs. The associate dean and director of the Division of Degree Studies, L. Steven Zwerling, served as acting dean of SCE until the following year, when Harvey J. Stedman, the associate dean of the College of Continuing Education at the University of Southern California, was named SCE dean.

Under Dean Stedman’s leadership, the School deepened its involvement with New York’s leading industries and with the professional, creative, and public service sectors that defined the city’s role in the world. Closely following, and often anticipating, economic and workplace trends, SCE greatly increased its practitioner-taught course offerings in information technology and other major New York-centered fields, such as publishing, construction, and hospitality. Responding swiftly to the call for a more professional workforce in an increasingly globalized and computerized economy, SCE began expanding its professional diploma and certificate programs. By mid-decade, the School offered 13 diploma programs in seven areas: Magazine Publishing, Direct Marketing, Hospitality, Finance, Information Technology, Real Estate, and Human Resources Management. Prospering in its new Midtown Center location, the Real Estate Institute introduced a master’s degree program in 1987, the first ever offered by the School. Marking a new era and a new direction for SCE, the degree, a Master of Science in Real Estate Development and Investment, proved extremely successful. Over the following two decades, the School launched 13 additional master’s programs.
The career advancement needs of adults were clearly changing at the beginning of this century. We were seeing many more students who already had a bachelor’s degree, and it became increasingly clear that an effective response on the part of SCPS had to involve career-focused master’s degrees. Creating new master’s programs that built on our existing academic strengths is one of the things I am most proud of having played a part in during my tenure as dean.

David F. Finney, Dean, 1999–2005

1990s

SCE’s rapid growth in both new courses and enrollment continued throughout the booming 1990s under new leadership. Dean Stedman was promoted to NYU Vice President of Academic Affairs in 1990. Vice Dean Frances Gottfried served as acting dean until the appointment in 1991 of Gerald A. Heeger, Dean of the New School for Social Research, as the new SCE dean. The next year, the School’s second master’s degree program, the M.S. in Hospitality Industry Studies, was launched through the newly created Center for Hospitality Industry Studies (today’s Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management). Four more master of science programs were developed in this decade: Tourism and Travel Management, Publishing, Direct Marketing Communications, and Management and Systems. A Bachelor of Science in Hotel and Tourism Management program was introduced in 1995.

A pioneer in distance-learning since the broadcast of its first telecourse and, later, Sunrise Semester in the 1950s, SCE built on this tradition in 1992 with the creation of the Virtual College. Using a PC and an early version of Lotus Notes, students could access IT courses in the Virtual College’s “teleprogram.” In 1998, the new M.S. in Management and Systems became the first degree program offered through the Virtual College. Responding to the emergence of Silicon Alley in NYU’s Washington Square neighborhood in the mid-1990s and the explosive growth in the ranks of new media professionals, SCE founded the Center for Advanced Digital Applications (CADA) in 1996 in newly expanded quarters in the Midtown Center. CADA’s M.S. in Digital Imaging and Design was the School’s first new graduate program of the new millennium.

In recognition of the School’s increasing focus on specialized professional programs, its name was changed once again in 1998 to the current School of Continuing and Professional Studies (SCPS). In the same year, the Undergraduate Degree Programs for Adults were renamed the Paul McGhee Division, in honor of the second dean of the Division of General Education, who did so much to set and solidify the foundations of today’s SCPS. In 1999, NYU-SCPS established the George H. Heyman, Jr., Center for Philanthropy and Fundraising to educate and train fundraisers and grantmakers. Also in 1999, Dean Heeger was named President of the University of Maryland University College and was succeeded as SCPS dean by NYU Vice President of Enrollment Services and Planning David F. Finney.
2000s

SCPS began the new millennium under the new leadership of Dean David F. Finney. During his tenure, SCPS introduced eight new master’s degree programs, bringing the total to 14 (see Master’s Programs Time Line, page 5). In 2003, SCPS inaugurated its new Downtown Center in the historic Woolworth Building, becoming one of the largest new tenants to open a facility in Lower Manhattan after the terrorist attacks of September 11, 2001. In the post-9/11 world, SCPS focused more than ever on preparing global citizens to meet the challenges of complex and dangerous times. Founded in 2004 and headquartered in the Woolworth Building, the School’s Center for Global Affairs continues to play a central role in NYU’s conversations on foreign policy, international relations, and human rights.

In 2005, Dean Finney left SCPS to become President of Champlain College in Vermont. His successor was current NYU-SCPS Dean Robert S. Lapiner, formerly Dean of Continuing Education and UCLA Extension at the University of California, Los Angeles. In 2007, Dean Lapiner implemented a major restructuring of the School into eight academic divisional clusters, integrating degree and nondegree programs, with each divisional cluster constituting a cohesive academic and professional community. On June 23, 2009, a long-held goal was realized as the NYU Board of Trustees unanimously approved the acquisition and renovation of an official, consolidated headquarters for NYU-SCPS, at 7 East 12th Street.

In the fall of 2009, the NYU School of Continuing and Professional Studies celebrates its 75th anniversary. It does so in a challenging economic climate not too dissimilar from the one in which it was founded, and with the same determination as ever to fulfill its enduring mission—to serve greater New York and the world by providing “rational and practical education fitting for all and graciously open to all.”

“As we begin the next 75 years, the SCPS building will have a substantial impact on the School’s sense of identity and will stand as a tribute to the School’s record of accomplishment, prudent fiscal management, and commitment to the community.”

Dennis Di Lorenzo, Associate Dean for Administration
“THE NEW YORKER OF COLLEGE CATALOGS”

NYU-SCPS Bulletins and Their Iconic Covers

Creativity and dynamism are New York City’s most abundant resources, and for the past 40 years, both have been on full display on the covers of the Bulletins of NYU’s School of Continuing and Professional Studies. The School, then known as the Division of General Education, issued its first Bulletin in July 1937, three years after its founding. No larger than a booklet, the first Bulletin consisted of nearly 100 pages of “Courses for Adults” in the liberal arts and sciences and for college preparation. Featured on the cover was Brooklyn-born artist Syd Browne’s evocative pen-and-ink sketch of 20 Washington Square North, the Division’s first address. Browne’s sketch remained the cover illustration until 1939. Over the next two decades, the Bulletin grew into a full-size publication issued each semester, but it wasn’t until 1969 that the Division, called the School of Continuing Education and Extension Services at the time, began regularly showcasing original works of art on its Bulletin covers, starting with Otto Piene’s dramatic “Light Sculpture” for the Spring 1969 bulletin.

Associate Dean Dorothy Durkin has been the guiding light of the cover art project since she joined the School as director of the marketing department in 1970. She has commissioned captivating works of art—most of them featuring downtown Manhattan’s iconic symbol, the Washington Square Arch—from such world-renowned graphic artists as Peter Max, Al Hirschfeld, Rafał Olbinski, William Wegman, and Takashi Murakami. In the process, the Bulletin covers became a powerful image for the School. “The SCPS Bulletin has been called The New Yorker of college catalogs,” says Durkin. “People look forward to seeing what’s on the cover. Each semester it draws readers to our wide and varied array of course offerings.”

Over the years, the cover artworks have been rendered in many different media and in three dimensions. Famous covers include Jonathan Milne’s paper sculpture of a red apple with the Washington Square Arch at its core; Joel Nakamura’s painting on hand-tooled tin; Susan Leopold’s mixed media collage; and perhaps among the most challenging to execute: Steve Miotto’s mosaic and Eric Harshbarger and Henry Lim’s Lego® sculpture of the Washington Square Arch.

The Fall 2009 edition of the SCPS bulletin features a cover illustration by renowned New York designer, illustrator, and painter Seymour Chwast, celebrating the School’s 75th anniversary as an institution both “In and Of the City” and “In and Of the World.” “Seymour Chwast beautifully captures the significance of this anniversary and the School’s central place among the iconic buildings of New York,” says Durkin. “It’s a landmark year for us, and the Bulletin cover speaks directly to that.”

Artists left to right: Al Hirschfeld, Seymour Chwast, James Grashow, Takashi Murakami, Peter Max, William Wegman

“To read through the SCE/SCPS Bulletins over the years is like looking into a mirror held up to the interests and aspirations of adult New Yorkers as they have changed over the decades—both in terms of the rapidly shifting world of work and the great issues of the day.”

Harvey J. Stedman, NYU Vice Chancellor Emeritus, 2003–present; NYU-SCPS Dean, 1982–1990
Since its founding in 1934, the NYU School of Continuing and Professional Studies has evolved into an institution recognized around the world for its innovative curricula, unrivaled connections to global industries, exceptional practitioner faculty, and highly accomplished students. A comprehensive institution of higher learning, the School offers multiple educational pathways to professional, intellectual, and creative growth. Its wide array of learning pathways—full- and part-time graduate and undergraduate study, as well as continuing education courses, seminars, workshops, conferences and professional certificates—all embody the highest academic standards of a great research university, making NYU-SCPS the institution of choice for students throughout their academic careers and subsequent lifelong professional and intellectual development. In sum, NYU-SCPS strives to meet its students’ evolving needs and interests as lifelong learners.

While it is increasingly true that most academic and professional disciplines converge across boundaries, NYU-SCPS, like other higher educational institutions, is organized into academic groupings around core subject fields that aggregate the intellectual capital of our faculty and the curricula that are the expression of their expertise. Some unite more than one academic department. Some have histories as clearly defined and relatively self-contained academic communities. They bear different names as divisions, centers, or institutes. But they cohere into eight principal academic clusters for teaching, learning, professional outreach, and applied research. These divisions serve as the academic home at NYU for sectors that define New York City’s economy and the worldwide professional networks tied to them. Through their faculty, courses of study, and year-round calendar of conferences and events, the divisions capture the expertise, dynamism, and creative energy that animate New York City’s place at the center of the global stage.
DIVISION OF PROGRAMS IN BUSINESS
Since its founding, NYU-SCPS has been providing learning opportunities for business-professionals, incorporating theory, best practices, and the real-world knowledge necessary for them to advance in their fields, and to contribute to the success of their companies and their place in the regional—and world—economy. While the specialized business fields of real estate, construction, hospitality, tourism, sports management, and the media industries have their equally specialized homes in our School, today the academic programs for the multidisciplinary business competencies essential to all industries are housed in the Division of Programs in Business.

Based at the NYU Midtown Center, the Division encompasses five departments with nearly 475 full-and part-time faculty experts, offering combinations of continuing professional education programs, certificate study, conferences, and nationally respected master of science programs:

- Accounting, Taxation, and Legal Programs
- Finance
- Marketing and Public Relations
- Leadership and Human Capital Management
- Management and Information Technology

The Division’s current four master’s programs—in Human Resource Management and Development, Integrated Marketing, Management and Systems, and Public Relations and Corporate Communication, complemented by seven graduate certificates in Benefits and Compensation, Human Resource Management, Organizational and Executive Coaching, Enterprise Risk Management, Information Technologies, Strategy and Leadership, and the newest, in Core Business Competencies—provide a highly focused educational experience, drawing upon the unique concentrations of intellectual leadership embedded in the global practice of these industries in New York City.

The Division also leads the School in the number of continuing education offerings in the form of professional certificates (ranging from forensic accounting, data mining, financial planning, and portfolio management to network administration and investor relations), a diploma program, and conferences for adult learners at all stages of their career development.

SAMAN QURESHI: Fulbright Scholar, Alumna
When Saman Qureshi learned she had won a 2007 Fulbright Scholarship to study in the United States, the Pakistani native knew exactly where she wanted to be. “Every industry, every sector connects to New York City,” Qureshi says. “Here, learning is not confined to the classroom, and NYU-SCPS best connected my studies to what’s happening in the city.” Qureshi completed her M.S. in Public Relations and Corporate Communication in 2009 with a capstone project analyzing how the public relations industry is faring in the current economic downturn. “Comparing past recessions and how public relations has evolved in just the past decade, shows that PR is much better positioned to survive and even thrive in today’s economy,” Qureshi observes.

Now back home in Pakistan, Qureshi is looking to advance her country’s still-underdeveloped public relations industry. “My goal,” she says, “is to harness my SCPS education and my New York work experiences to become a leader in PR and grow this profession in Pakistan.”
The faculty of the Division of Programs in Business are highly experienced business leaders and entrepreneurial educators, who bring vital practitioner perspectives and close industry ties into their classrooms. Learning and networking continue outside of the classroom through seminars, conferences, and events sponsored by the Division, such as the Master Practitioner Series, which features presentations by and discussions with, top business leaders.

Because of the long-standing reputation of the curricula, faculty, and NYU-SCPS’s ability to deliver instruction both in person in flexible formats and online, the Division is a major provider of corporate learning and training services to multinational business organizations, government agencies, and educational institutions in the United States and abroad.

HISTORICAL HIGHLIGHTS

The School has been offering courses and sequences of study in business since it began as the NYU Division of General Education in 1934. Always responsive to the dynamics of the marketplace, the first Institute on Federal Taxation was established in 1942 because of the regulatory changes arising from U.S. entry into World War II and has been held annually ever since. The Management Institute opened its doors in 1949 to respond to the rapidly changing needs of business and industry in postwar America. In 1984, the School established the Center for Marketing and by 1997 introduced a Master of Science in Direct Marketing (now expanded to Integrated Marketing). More new ground was broken the following year with the launch of the M.S. in Management and Systems, NYU’s first degree program to combine technology studies with traditional business disciplines and the first to be offered online. In 2009, the M.S. in Public Relations and Corporate Communication was named the nation’s number one public relations graduate program by PRWeek magazine — reflecting the strength of our reputation within the professional communities we serve.

Divisional Dean Anthony Davidson congratulates a student upon earning the Business Mastery Certificate in the Division’s program conducted in the Dominican Republic.


Panelists at the India Business Forum, hosted by the Division of Programs in Business, 2008.

“The unprecedented pace at which methodologies, strategies, and technologies are evolving today makes it even more critical for truly successful professionals to stay current with advances in business. That is why the continuously updated, practice-based education offered through our Division is so relevant and useful to professionals. It invests our students — many of whom return to SCPS repeatedly over years and even decades — with the skills and knowledge they need to succeed in any economic climate.”

Anthony Davidson, Divisional Dean and Clinical Professor
“I chose to pursue an M.S. in Management and Systems at NYU-SCPS because of the quality of the program and the way it melds theoretical and real-world applications. The combination of on-site and online study was another big selling point. So much corporate interaction today is virtual. A program that allows you to network with fellow students outside of the classroom and even outside of the country prepares you for the new corporate paradigm. The culmination of the master’s program is a rigorous capstone project. Mine was on knowledge management, and when I presented it to my bosses at Morgan Stanley, they were very impressed. I don’t think it was coincidental that I was promoted shortly after earning my degree.”

Michael Cheung, Vice President, Morgan Stanley, M.S. in Management and Systems, 2007

NYU-SCPS ONLINE: Programs in Business

In the School where distance learning began at NYU with the award-winning television series Sunrise Semester, it is no surprise that the University’s first wholly online degree program was initiated within the Division of Programs in Business. The Master of Science in Management and Systems was launched in 1998 through what was then called the Virtual College. Today, NYU-SCPS Online offers an ever-increasing number of continuing education courses in business, including a Web-delivered Certificate in Financial Planning (in two distinct formats) in partnership with Dalton Education. In addition to the flourishing M.S. in Management and Systems program, other online graduate business programs include our M.S. in Human Resource Management and Development and four self-standing graduate certificate programs in Core Business Competencies, Enterprise Risk Management, Information Technologies, and Strategy and Leadership.

Students may take courses or complete programs online or with a combination of on-site and online learning. NYU-SCPS Online’s distance-learning application turns a laptop or desktop computer into a virtual classroom, where students connect to global business networks or meet and exchange ideas with advisors, instructors, and classmates in real time or asynchronously, regardless of location.
THE CENTER FOR GLOBAL AFFAIRS

Building on more than two decades of course offerings, training, and certificate study programs focusing on understanding complex global issues, the Center for Global Affairs (CGA) was established in 2004, as a commitment to strengthen the School’s contributions to education in the field. In addition to robust public events programming, the Center anchors an innovative Master of Science curriculum in global affairs with a strong social purpose and practitioner orientation. Based at the School’s Downtown Center in Manhattan’s historic Woolworth Building, CGA constitutes an academic forum and learning space where the latest global trends and issues are examined and vigorously debated in the classroom and at public events.

The Master of Science in Global Affairs program prepares students for careers and leadership roles in important sectors in the diverse global affairs arena: international or nongovernmental organizations (NGOs), the United Nations and its affiliated agencies, diplomatic missions, government agencies, international business, press and media, law firms, foundations, and a host of allied institutions and professions. Drawing upon the unrivaled opportunities found within New York City’s place as a world capital, CGA graduate students can explore these and other career options through internships in NGO, private, and public institutions.

In addition to the Master of Science, CGA programs and offerings include:

- A Certificate in Global Affairs, which provides a foundation in international affairs and the tools for understanding a complex and rapidly changing world
- The Summer Institute in Global Affairs, an intensive, four-week learning experience that leads to a Certificate in Global Affairs upon successful completion of the program
- Continuing education courses designed to increase students’ knowledge of complex world events and understanding of the political, economic, social, and cultural forces that shape international relations
- The UN in Geneva Study Program, a unique opportunity to interact with, and learn from, senior UN officials, diplomats, and key representatives of governments and NGOs at the Palais des Nations, the original home of the League of Nations
- Free public events that bring top analysts and key players on the international stage to CGA to examine global issues from a variety of perspectives

CGA’s 40 clinical and adjunct faculty and its engaged Advisory Board members include current and former senior officers of the United Nations; international lawyers with expertise in trade, human rights, and environmental issues; leaders of organizations engaged in refugee relief and human rights; diplomats; activists; historians; economists; and energy experts. Many faculty members have served on special assignments abroad, including peacekeeping missions, election monitoring, sanction enforcement, and the advancement of women’s rights.

“At CGA, we are creating a new paradigm in global affairs education. We encourage the application of global learning and understanding to the critical problems that face the world. Our aim is to build a community of global citizens by equipping our students with the tools they need to navigate the complexities of today’s world and take on responsibilities in the public or private sector when they leave our programs.”

Vera Jelinek, Divisional Dean

“CGA is not just about understanding the world, it’s about changing it. Our programs give students the perspective, the analytical and practical tools, and the experiences that will give them a head start in doing just that. What CGA does so well is to marry academic scholarship of the highest order with an explicit commitment to apply that knowledge to the real world. CGA adjunct professors are high-powered practitioners with a desire to teach and pass on what they know. They are people who have not only read the book, they have been out there and actually done what is in the book.”

Mark Galeotti, Academic Chair and Clinical Associate Professor

**A GLOBAL FORUM:**

**CGA Public Programs**

Through its year-round series of free public events, the Center for Global Affairs helps to shape and focus scholarly and public opinion on global issues, while connecting students and the public-at-large to industry, government, and academic leaders from around the world. CGA’s public programs, both onetime special events and recurring series, examine global affairs through the lenses of journalism, art, film, economics, history, politics, law, and international relations.

Ongoing CGA series include:

- “In Print” — Conversations with leading journalists and authors featuring James F. Hoge, Jr., editor of *Foreign Affairs* magazine and CGA Advisory Board member
- “Global Leaders: Conversations with Alon Ben-Meir”— Professor of international relations, journalist, and author, Alon Ben-Meir and his guests analyze critical global issues
- Worldly Perspectives with Clyde Haberman”— Discussions with renowned journalists, hosted by Clyde Haberman, *New York Times* columnist and veteran foreign correspondent
- “Politics and Art in Cinema”—Screenings and discussion of influential films that explore political themes
- “International Careers: Practical Advice and Real-Life Experience”—Expert insights on careers in the private sector, NGOs and volunteer organizations, and the U.S. government
- “Conflict, Security, and Development: Issues, Actors, and Approaches”— A brown-bag lunch series that examines new responses to security and development challenges in conflict and post-conflict contexts (produced in collaboration with the Office for International Programs at the NYU Robert F. Wagner Graduate School of Public Service and the NYU master’s program in Global Public Health)

Susan E. Rice (third from left), ambassador and permanent representative of the United States to the United Nations, made a major policy presentation at the School’s Center for Global Affairs in 2009. Shown with her are Lynne P. Brown, NYU senior vice president for university relations and public affairs; Vera Jelinek, divisional dean, CGA; and Bruce Jones, director, NYU Center on International Cooperation.

H.R.H. Prince Turki Al-Faisal, former ambassador of the Kingdom of Saudi Arabia to the United States, answers a question from the audience at a Center for Global Affairs public event, 2009.

“I’m using my Certificate in Global Affairs to supplement my M.B.A. The program has provided me with an historical context that allows me to better analyze current global trends and policies. I have a better understanding of the complexities of international relations and global affairs and can see the moving parts of different issues.”

Kimberly Reeve, Sustainable Infrastructure Consultant, Certificate in Global Affairs, 2009
The CGA Scenarios Initiative

Directed by Clinical Associate Professor Michael Oppenheimer, with the participation of noted international scholars, journalists, and policymakers, the Center for Global Affairs Scenarios Initiative is a series of workshops and reports that evaluates U.S. policy options in the context of alternative scenarios and outcomes for pivotal countries. The focus of the first Scenarios workshop in 2007 was the future of Iraq after an anticipated drawdown of U.S. forces in 2010. The 2008 Scenarios examined the future of Iran and its relationship with other Middle East nations and groups. In spring 2009, the Carnegie Corporation awarded a grant of nearly a quarter million dollars to develop the CGA Scenarios Initiative over the next two years. The grant is being used to support future workshops on China, Russia, Turkey, and Ukraine; expand the participation and range of experts and policymakers; and develop new series of publications and briefing packages.

Jesse Cameron-Glickenhaus: Alumnus, Activist, Teacher

Before enrolling in the M.S. in Global Affairs program at NYU-SCPS, Jesse Cameron-Glickenhaus spent a year in the South Pacific’s Marshall Islands, teaching descendants of people from the Bikini Atoll who were forced from their homes when they were made uninhabitable by U.S. nuclear weapons tests. With eyes opened to the pollution and climate-change problems faced by Pacific island nations, Cameron-Glickenhaus jumped at the opportunity to work with the Permanent Mission of Palau to the United Nations, through an internship program established with the Center for Global Affairs.

Cameron-Glickenhaus’s main job at the United Nations was to ensure that the interests of Palau—an island nation of some 21,000 people located 500 miles east of the Philippines—were represented in a final draft document on international environmental policy to be presented to the UN’s 15th Session of the Commission on Sustainable Development. “I set out to discover what Palau’s interests were, how they related to climate change, and why they weren’t represented by current international law,” he explains. “The internship was one of the most incredible experiences of my life. The correlation between what I was doing at the United Nations and what I was learning in my classes was amazing and made both so much stronger.”

Cameron-Glickenhaus completed his master’s degree in November 2008 and has returned to CGA as an adjunct instructor teaching a course on climate change and the global environment. “The CGA program taught me more than I thought possible in two years. It has given me the knowledge, the contacts, and the tools I need to start making a difference.”
THE PRESTON ROBERT TISCH CENTER FOR HOSPITALITY, TOURISM, AND SPORTS MANAGEMENT

No industry employs more people worldwide, none is more essential for the free movement of individuals, exchange of ideas, cross-cultural understanding, and promotion of commerce and trade of all kinds than the fields of hospitality and tourism. And there are few business arenas more connected to national and local passions, more influential on cultural values and social attitudes, and more committed to the development of individual talent than the sports industry. It is no coincidence that New York City, with its grand hotels, four-star restaurants, and legendary entertainment and sports venues, is not only one of the world’s major tourist and sports destinations, but the home to many of the companies, financiers, operators, consultancy groups, industry associations, and the specialized media who shape the success of these diverse and vibrant fields across the planet. For students at the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management at NYU-SCPS, the city is both a living laboratory and a dynamic extension of the classroom. Tisch Center faculty members are distinguished leaders in their industries, who provide direct access to the city’s knowledge resources and professional networks.

Named in honor of the legendary Preston Robert (“Bob”) Tisch, the Center is the most comprehensive academic division within NYU-SCPS. Its more than 80 clinical and adjunct faculty—and countless regular lecturers drawn from the highest echelons of their field—teach undergraduates, graduates, and continuing education students.

The undergraduate Tisch students have a special place within our School. They are full-time undergraduates from around the world, admitted to NYU directly out of high school. They choose NYU-SCPS to pursue a rigorous, professionally focused curriculum while participating in traditional university life. And unlike students elsewhere, in addition to their innovative professional concentration, Tisch students take a full liberal arts general education curriculum as well. Moreover, no other program offers as many opportunities for internships and professional development incorporated within the rhythm of study. The Center’s Bachelor of Science programs in either Hotel and Tourism Management or Sports Management prepare well-rounded and sophisticated future leaders for both industries.

The Center also offers three Master of Science degree programs—in Hospitality Industry Studies, Tourism and Travel Management, and Sports Business—with three correlating graduate certificates.

A growing continuing education profile in hospitality and tourism includes three professional certificates—Food and Beverage Operations; Hotel Operations; and Meeting, Conference, and Event Management. Additionally, innovative executive education programs are in advanced planning stages.

Across all levels of instruction, Tisch Center curricula focus on the areas of revenue management, financial analysis, destination management, product development, strategic marketing systems, and customer relationship management. Distinguished speaker series, field internships, faculty advisement, alumni mentoring, and access to Advisory Board members are all integral parts of the learning and networking process at the Tisch Center. The Center is a key venue for presenting and generating industry-relevant applied research that is regularly cited and used within the professional communities it serves. Perhaps the best-known vector of the Tisch Center’s international reputation is the annual NYU International Hospitality Industry Conference—arguably the premier university-based event for industry professionals anywhere in the world. Its legions of devoted sponsors contribute significant philanthropic support for students and academic initiatives of the Center.
**HISTORICAL HIGHLIGHTS**

The first annual NYU International Hospitality Industry Investment Conference was held in 1978 under the auspices of the Real Estate Institute of the School of Continuing Education (today’s NYU Schack Institute of Real Estate at NYU-SCPS). In the fall of 1984, the School offered its first hospitality industry academic program, a Professional Diploma in Hospitality Management. Following the success of its first master’s degree program, the M.S. in Real Estate Development and Investment in 1987, the School introduced a second master’s degree, the M.S. in Hospitality Industry Studies, in 1992, this time through the newly established Center for Hospitality Industry Studies. An M.S. in Tourism and Travel Management was launched the following year. The University leadership grew increasingly committed to the creation of a focal point for the industry at NYU and enabled the establishment of the undergraduate degree program which began in 1995 with a Bachelor of Science in Hotel and Tourism Management. The Center initiated its sports management program in 1998, and five years later began offering an M.S. in Sports Business. In 2000, through the advocacy and support of the donor community, the Center was officially renamed the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management in honor of a titan of the hospitality and sports industries and a great supporter of NYU.

**Visionary Leaders**

**PRESTON ROBERT TISCH**


Bob Tisch’s business success was surpassed only by his deep commitment to his community. Over the years, he served as chairman of the New York Convention and Visitors Bureau (where he was instrumental in the building of the Jacob Javits Convention Center). He also worked with the New York City Convention and Exhibition Center Corporation (founder), the New York City Partnership, and the Association for a Better New York (cofounder).

A trustee of NYU for more than two decades, Tisch provided generous support to the Tisch School of the Arts; Tisch Hospital at the NYU Langone Medical Center; Tisch Hall, home of the Stern undergraduate school of business; and the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management at SCPS. Bob Tisch was awarded the University Medal, NYU’s highest nonacademic honor in 2005, nine months before his passing.

“One of the major advantages of being in New York City is that our students have so many opportunities to learn from top industry executives and managers. Students emerge from our programs with sophistication and networking abilities that give them a definite edge in their careers. Looking forward, I think the Tisch Center is in an enviable position—we are located in the epicenter of our industries, we’re part of SCPS and NYU, and we have the legacy of Preston Robert Tisch as our touchstone.”

Lalia Rach, Divisional Dean, Clinical Professor, and HVS International Chair

Divisional Dean Lalia Rach welcoming alumni at a special reception.
“I’ve studied in many areas of the world—the Middle East (United Arab Emirates), the Far East (Thailand), Europe (Switzerland), and elsewhere in the United States—but the beauty of Tisch is that the interaction between the academic programs and the real world is so tight. It brings you so much closer to what you are going to face on the job every day. And, of course, in New York City, you really are in the center of everything. Wall Street, the great hotels, and the head offices of multinationals. The professors at Tisch come from these worlds and immerse you in them. One of our textbooks on asset management had nine chapters written by nine different authors, and each of them came in to teach us his or her chapter and pass on their wealth of experience. I can’t imagine that happening anywhere else but at Tisch.”

Turab Saleem, Hospitality Consultant, Ròya International, Dubai
M.S. in Hospitality Industry Studies, 2003

GINGER SMITH: Tourism Policy Scholar, Researcher, Educator

“Being at the Tisch Center,” says Ginger Smith, Ph.D, clinical professor and academic chair of the Tisch Center for Hospitality, Tourism, and Sports Management, “has enabled me to employ my full complement of skills to contribute to this vibrant enterprise.” Mentoring students is a source of particular satisfaction. “I’m so impressed by our students and their sense of engagement. They’re extremely dedicated and eager to maximize their opportunities here.” Currently in her third year at the Tisch Center, Smith says, “I have the pleasure of listening to my first advisees, now juniors, tell me how well things are going. It’s very encouraging to know that we can make a difference.”

Prior to joining the Tisch Center, Smith was associate dean of the George Washington University College of Professional Studies in Washington, D.C., and associate professor of Tourism Studies at the GWU School of Business. She also served as a senior official in the U.S. Department of Commerce and as founding Dean of the School of International Tourism and Hotel Management of the Ana G. Mendez University System in Puerto Rico. An active researcher, international lecturer, and published scholar, Smith holds a B.A. in English from Cornell University, an M.A. in Public Communication from the University of Delaware, and a Ph.D. in International Relations from the School of International Service of American University in Washington, D.C.

“NYU-SCPS gave me exactly the kind of experience I wanted from college. My real passion is baseball—and my dream job is to be a general manager. The professors have incredible industry contacts that provide potential networking opportunities. They took a personal interest in me that was genuine and motivating. I know it’s a long road to reaching my ultimate goals, but my experience at the Tisch Center will help me get there.”

Jaclyn Manning,
B.S. in Sports Management, 2008

Participants at an NYU Hospitality Industry Investment Conference.
THE GEORGE H. HEYMAN, JR. CENTER FOR PHILANTHROPY AND FUNDRAISING

Philanthropy is a vital factor in the health of American society, the vibrancy of our cultural institutions, the innovation of our universities, and the provision of social services worldwide. The need for highly trained, creative, and thoughtful professionals in fundraising and grantmaking has never been greater. Since its inception in 1999, the George H. Heyman, Jr. Center for Philanthropy and Fundraising at NYU-SCPS has become one of the nation’s primary resources for educating the fundraisers, grantmakers, and philanthropists so critical to the success of the nonprofit sector and of society-at-large. Through its academic programs and co-curricular lecture series, seminars, and workshops, the Center enables current and aspiring fundraising professionals, foundation staff members, and individual donors to hone their skills in New York City, one of the most vibrant philanthropic communities in the world.

In 2006, the Center initiated its groundbreaking Master of Science in Fundraising (now expanded to Fundraising and Grantmaking). The curriculum combines theory and practice in coursework that explores the history, philosophy, and fundamentals of fundraising, strategies for effective giving, grant evaluation, ethics and nonprofit law, statistical and research methods, technology, and corporate and foundation philanthropy. The Center’s other academic offerings include:

- Professional certificates in fundraising and in grantmaking and foundations, which equip students with essential skills, specialized knowledge, and a deeper understanding of the fundraising profession and philanthropic giving
- Continuing education courses and seminars for students looking to advance in their careers, explore a new career option, or have a greater impact as a fundraiser, grantmaker, or philanthropist

The Heyman Center also routinely works with community and faith-based organizations to provide pro bono or externally subsidized professional training to their staff and to assist them in generating resources for the services they offer; provides internships in many nonprofit organizations; and offers its students the opportunity to meet the leaders in philanthropy in New York City.

The Heyman Center’s affiliated faculty is comprised of more than 45 scholars, senior development professionals, lawyers, directors of nonprofits, and corporate executives who bring years of experience and a wealth of practical knowledge and reflection into their classrooms. Together with the Center’s Advisory Board of distinguished fundraisers, foundation leaders, and private philanthropists, faculty members have raised the standard for fundraising, grantmaking, and philanthropic giving in educational programming that has assisted leading universities and hospitals, major museums, and key government agencies.

GLOBAL CONFERENCE ON PHILANTHROPY AND FUNDRAISING IN HIGHER EDUCATION

As a global leader in the education and training of fundraising and philanthropic professionals, the Heyman Center supports the nascent fundraising efforts by overseas colleges and universities, efforts that are now growing quickly as government support for higher education dwindles. These institutions look to learn from the long-established American model of funding higher education through private philanthropic support. In early January 2009, the Heyman center hosted its second Global Conference on Philanthropy and Fundraising in Higher Education, a three-day event with expert presenters, including Heyman Center Chair and Executive Director Naomi Levine; Timothy Higdon, deputy executive director for external affairs, Amnesty International USA; and Robert Kissane, president of Community Counselling Service. Attendees included three dozen higher education development officers from Canada, Denmark, Estonia, Israel, Italy, South Africa, New Zealand, Sweden, the Netherlands, Hong Kong, and the United Kingdom. On the agenda were sessions on such topics as the current economic crisis and its implications for the global economy, fundraising in times of financial crisis, technology as a fundraising tool, how to use consultants for fundraising, corporations and global philanthropy, and the impact of globalization on philanthropy.
Visionary Leaders

GEORGE H. HEYMAN, JR.

The Center for Philanthropy and Fundraising was named in honor of one of New York University’s great benefactors and friends, the late George H. Heyman, Jr. His ties to the University were deep and wide-ranging. He was an NYU Life Trustee and Trustee of the School of Medicine, a member of the Advisory Board of the Edgar M. Bronfman Center for Jewish Student Life, and a member Emeritus of the Board of Overseers of the Leonard N. Stern School of Business. Heyman’s extraordinary leadership as chair of the Development Committee of NYU’s Board of Trustees from 1978 through 1999 was in large measure responsible for the rise of the University to its current status as a residential research and teaching institution of international distinction. He chaired, with huge success, three NYU campaigns, which together raised more than $2.2 billion. Heyman’s leadership in development was matched by his great personal generosity, for which he was named a charter member of the Sir Harold Acton Society. For extraordinary service to NYU, he was awarded the Albert Gallatin Medal, the Distinguished Service Award from the Leonard N. Stern School of Business, and the Alumni Association Meritorious Service Award. Heyman Hall at NYU, housing the Skirball Department of Hebrew and Judaic Studies, was also named in his honor. Two months before his death on June 1, 2003, George Heyman was inducted as an Honorary Fellow of New York University’s Phi Beta Kappa Society.

“Fundraising is a person-to-person skill. Donors have interests ranging from Proust to politics, and fundraisers must be able to discuss those interests as well as their organization’s mission. Being grounded in the arts, politics, and technology is essential for all aspects of philanthropy. We are striving to professionalize the field, to give our people the skills that allow them to take a dream and make it reality. An ancillary benefit of our work is that it gives NYU-SCPS a valuable way of connecting with our city and its most influential citizens. Philanthropy and fundraising are truly new professions for a new age.”

Naomi Levine, George H. Heyman, Jr. Center Cofounder and Executive Director

“The best thing about a career in fundraising is that every day my job is about making this world a little better. I cannot think of any better place to learn about philanthropy and the profession of fundraising. New York City is the heart of the industry, with access to working practitioners at the highest levels and with great experience. You can barely walk down a street here without being reminded of all the philanthropists—the Rockefellers, Carnegies, and others—who built our museums, schools, hospitals, universities, libraries, and public institutions. And, behind every one of those philanthropists, there was probably a fundraiser.”

Casey Rotter, Development Officer, U.S. Fund for UNICEF, M.S. in Fundraising, 2008
THE ACADEMY FOR GRANTMAKING AND FUNDER EDUCATION:
PATHWAYS TO BETTER GIVING

The Academy for Grantmaking and Funder Education was established for individuals and foundations to learn how to give strategically, wisely, and ethically. Through dozens of continuing education courses, a professional certificate program, and a host of special events examining pertinent issues in the field of grantmaking, the Academy meets the needs of new and experienced grantmakers, wealth managers, and professional advisors. Taught by faculty members who are prominent fundraisers, foundation leaders, and private philanthropists, Academy courses also draw upon the expertise at related NYU centers of business and law.

“My students are first and foremost philanthropists — either as volunteers or as professionals in grantmaking foundations. They come to NYU-SCPS because they want to make the most of a unique program that teaches them, systematically, how to give money away wisely and well. No other university in the country offers such an array of courses, taught by faculty with national reputations as both practitioners and educators. Based in the very heart of American philanthropy, our courses attract people within the field so that every class becomes a learning and sharing experience.”

Richard Marker, Adjunct Associate Professor
Co-Principal, Marker Goldsmith Advisors


Susan Berresford, former longtime president of the Ford Foundation, addresses current challenges confronting foundations at a Heyman Center public event, 2008.

Adjunct Assistant Professor Marian Stern talks about the rewards and challenges of moving from a career in the for-profit world to one in the nonprofit sector.
NYU SCHACK INSTITUTE OF REAL ESTATE

The business of real estate has been the business of New York City since Peter Minuit believed he had acquired Manhattan in 1626 through the exchange of goods with the Lenni Lenape Native Americans. Because the indigenous peoples believed land was nature’s gift to be shared by all, they probably took the trinkets as an expression of friendship — and not a sale. Whatever the historical explanation, real estate transactions have defined the evolution of New York City and fueled its economy directly and indirectly for generations. Since 1967, NYU has been the educational heart of the industry, through what was originally the Real Estate Institute. Renamed the NYU Schack Institute of Real Estate in 2008 in honor of the magnanimous gift of the Schack Family, today the Institute is the single largest provider of real estate education to be found anywhere in the world. In any given semester, NYU-SCPS hosts real estate students and professionals from nearly every state in the United States and dozens of nations; and its faculty and alumni are expanding its global presence and influence.

The Schack Institute’s success and the quality of its programs and courses are due largely to the close industry ties the Institute has maintained from the very beginning. Our Advisory Board members are leading New York industry practitioners who draw their expertise from a deep involvement in all aspects — development, financing, construction management, and law, in both the public and private sectors — of one of the most dynamic and sophisticated real estate markets in the world and its related institutions. The Schack Institute Advisory Board plays an active role in helping ensure the timeliness and rigor of graduate and continuing education curricula, in raising funds for scholarships and programmatic innovations, in shaping conferences and public events, and generally assisting the School’s leadership in maintaining the place of the Institute as the academic center for real estate professionals at all stages of their careers.

The Institute paved the way for graduate study at NYU-SCPS in the late 1980s, and today boasts internationally ranked master of science degrees and graduate certificates in real estate and in construction management. Altogether, more than 260 affiliated faculty (clinical and adjunct) shape the graduate programs and myriad continuing higher education offerings of the Institute. Hundreds of guest lecturers of unrivaled status regularly bring current insights from practice into the learning experience of students.

Among the more than 500 continuing education courses offered annually, there are:

- Professional certificates in Real Estate and in Architecture, Engineering, Construction, and Sustainability
- A variety of special events, including speaker series, breakfast programs, lectures, and panel discussions
- International conferences on Capital Markets (fall) and REIT Mergers and Acquisitions (spring), featuring distinguished speakers who share their professional expertise and insights on real estate issues and market trends

HISTORICAL HIGHLIGHTS

The roots of the NYU Schack Institute lie in the real estate appraisal course first offered in 1937 by NYU’s newly established Division of General Education (DGE), today’s NYU-SCPS. In 1945, the Division held the first of what would become annual conferences for executives in mortgage banking. At the initiative of major developers and leading New York real estate executives with legendary names, such as Harry Helmsley and Seymour Durst, the NYU Real Estate Institute opened in 1967. The original Advisory Board anticipated the need to encourage continuing education, peer-learning opportunities, and the professionalism of an entire industry. By the 1970s, under the farsighted advocacy of Larry Silverstein who chaired the board of advisors (and remains Chair Emeritus), the Institute had grown into the essential learning resource for industry professionals. By 1980, the Institute moved into NYU’s recently opened Midtown Center on Manhattan’s West 42nd Street, and in 1988, it introduced the first master’s degree program ever offered by NYU-SCPS — an M.S. in Real Estate Development and Investment. A second Master of Science degree, in Construction Management, followed in 2002. In 1998, the Institute created the REIT Center, a leading forum for industry research and analysis and the sponsor of the highly influential annual NYU conference on REITs. In recognition of the transformational generosity of the Schack family in 2008, the Institute was renamed the NYU Schack Institute of Real Estate.
The role of the Schack Institute, as I see it, is to educate leaders who know how to take risks, to discover and develop a new idea, and then run with it. Leaders know how to empower their people to perform at their highest levels. As educators, we are committed to helping our students fully realize their aspirations as individuals and play a positive role in society. Real estate developers and all related professionals should be pillars of the community. We educate our students not only to be leaders of profitable enterprises, but also to create growth and better their communities by building for the current and future needs of people.

James P. Stuckey, Divisional Dean, Clinical Professor, and Klara and Larry Silverstein Chair, NYU Schack Institute of Real Estate

THE SCHACK FAMILY

In 2008, on the occasion of the 40th anniversary of the NYU Real Estate Institute, the Schack family made the largest philanthropic contribution ever received by the Institute or SCPS. The family’s extraordinary generosity is providing critical support for students, faculty, research initiatives, and physical infrastructure projects. The Institute was renamed the NYU Schack Institute of Real Estate in recognition of this transformational gift.

The Schack family has a century-long connection to NYU and the New York City real estate community, spanning three generations. In 1902, Samuel Schack, founder of the original family business, Schack & Schack Real Estate, graduated from the NYU School of Law. He and his son Leonard specialized in residential, loft, and secondary office markets. Leonard’s son Kenneth has run his own real estate company, Schack Realty Co., Inc., for over two decades and is a past chairman of the Young Men’s/Women’s Real Estate Association of New York. His sister Linda Schack Teitelbaum is a 1963 graduate of Washington Square College.

“Our family is honored to play a part in the ongoing evolution of the real estate industry by strengthening the Institute’s efforts to advance its curriculum, attract the highest-caliber professors and students, and maintain its leadership position in the field,” said Kenneth Schack at the time of the donation. “We believe that there is no better place to receive an education in real estate than at NYU.”

Klara and Larry Silverstein endowed the first full-time clinical professorship in the NYU Schack Institute, the Klara and Larry Silverstein Chair in Real Estate Development.
The real world is at the core of everything we do at the Schack Institute. We recently introduced an elective on entrepreneurial development. Especially in difficult times, you have to be creative to get new development started, and that is what this course explores.

The annual conferences we sponsor are not only great for networking, they are also important learning experiences for our students, who get to hear CEOs and CFOs tackling the same issues we cover in the classroom. The Schack Institute offers a holistic approach to learning and ultimately to getting a good job and advancing a career.

Tom G. Geurts, Academic Director and Clinical Associate Professor


A POWERFUL ALUMNI NETWORK

With a membership of more than 2,900, the NYU Real Estate Alumni Association is one of the University’s most dynamic and engaged alumni communities, with active and influential NYU graduates from China and Korea to the United Arab Emirates and the United Kingdom, and from the tristate region to Florida and California. The Association constitutes a powerful global network of prospective employers and potential colleagues, offering information, advice, and professional opportunities to students and graduates alike. For current Schack students, the Association sponsors an annual Career Information Night and cosponsors the Institute’s well-attended annual Career Fair. Alumni gather regularly at Association-sponsored events to network, exchange information, and socialize. A highlight of the Association’s calendar is the annual Evening of Monopoly® scholarship fundraiser, one of the real estate community’s must-attend events.

“Through live transactions and talking with the people who actually got the deals done.”

Enoch Lawrence, Senior Vice President, CB Richard Ellis, Capital Markets

M.S. in Real Estate, 2000

CONSTANTINE KONTOKOSTA:
Alumnus, Entrepreneur, Teacher

Five years after earning his M.S. in Real Estate at the NYU Real Estate Institute, Constantine Kontokosta returned in 2007 as a clinical assistant professor. A licensed professional engineer, certified planner, and a LEED-accredited professional, Kontokosta is the founder and principal of a development and investment company whose projects emphasize sustainability. (He also holds an M.S. and M.Phil. in Urban Planning from Columbia University where he is completing his Ph.D.) “My goal,” says Kontokosta, “is to give the next generation of industry leaders a careful balance of theoretical concepts and business skills, but I also aspire to provide a new measure for success that extends beyond financial feasibility to embrace environmental consciousness and social responsibility.”
DIVISION OF MEDIA INDUSTRY STUDIES AND DESIGN

Going back to our origins as a School, NYU-SCPS has long been engaged with New York’s communications, print, graphic design, and media industries — and today offers undergraduate, graduate, and continuing programs for business professionals, content creators, and communications innovators. The Division of Media Industry Studies and Design brings together these interrelated programs:

- The Center for Publishing
- The Master of Arts program in Graphic Communications Management and Technology
- The Center for Advanced Digital Applications (CADA)
- Continuing professional education programs in Publishing, Design, Digital Arts, and Film
- The Bachelor of Science in Digital Communications and Media and the Bachelor of Arts in Media Studies through affiliation with the Paul McGhee Division

The Division offers three master’s degrees and supports a growing number of interdivisional graduate concentrations; a wide range of professional certificates and continuing education courses, intensive study programs; and the highly regarded Summer Publishing Institute (established in 1978).

CENTER FOR PUBLISHING

Few industries are more “In and Of New York” (and the World) than publishing, and NYU-SCPS has been at the forefront of educating publishing professionals for most of its history. The Center for Publishing is a primary gateway to this essential and constantly evolving industry, as it accommodates shifts in delivery platforms, distribution technologies, content generation, and ownership in a global context. With a strong corps of some 100 faculty members, an extensive roster of industry leaders who are invaluable regular guest lecturers, and a stellar Advisory Board, the Center assures that its students understand the diverse and interlocking aspects of the industry, from editorial to marketing and finance, in both print and digital platforms.

The Master of Science in Publishing program enjoys preeminence among graduate offerings in the field. In addition, the long-standing Summer Publishing Institute provides an exceptional, immersive experience for qualified and highly motivated recent college graduates to gain a hands-on introduction to the industry and pathways to employment. Year in and year out, the Center for Publishing’s continuing education courses for professionals in various aspects of the field, its workshops, and public events with well-known publishing figures as panelists and moderators, provide multiple opportunities for students to network and gain insights into the issues and practical realities of the industry.

GRAPHIC COMMUNICATIONS MANAGEMENT AND TECHNOLOGY

Graphic communications managers across a broad spectrum of disciplines in integrated media— from advertising and marketing to print, Web, and multimedia— require both strong leadership skills and a solid command of graphic communications technology. The Master of Arts in Graphic Communications Management and Technology program serves as a nexus for a worldwide network of graphic communications professionals to develop their management skills and explore the capabilities of emerging technologies. In collaboration with an active and devoted Advisory Board of respected industry leaders, NYU-SCPS has developed a curriculum that reflects the continuous changes and evolving opportunities in this field. In 2008, in recognition of its record of achievement in preparing industry leaders through the exceptional quality and the innovative and effective character of its curriculum, the M.A. in Graphic Communications Management and Technology program received an Excellence in Education Award for Innovation in Higher Education from EDSF, the international nonprofit organization dedicated to the document management and graphic communications marketplace.
CENTER FOR ADVANCED DIGITAL APPLICATIONS

The proliferation of new and advanced digital applications in media, animation, and game design in the mid-1990s created a need for academic programs to develop the knowledge and skills of computer graphics artists, and creative production supervisors and managers. In 1996, SCPS formed the Center for Advanced Digital Applications (CADA) to meet that need. Developed with leading post-production studios and taught by top industry professionals, the CADA Master of Science program in Digital Imaging and Design focuses on the production of advanced computer imaging for commercial use and the management of the digital production process, preparing students to quickly advance into creative leadership positions. The expertise of the more than 30 full-time and adjunct faculty members constitutes an important collegial resource to other programs at NYU. New graduate concentrations are being introduced that draw upon the digital capacities of visualization as they apply to other fields. More than an academic center, CADA is a collaborative community, in which technology, craftsmanship, design aesthetics, creativity, and innovation are the guideposts.

DESIGN, DIGITAL ARTS, AND FILM

Because of the transformative impact of constantly evolving technologies, even the most accomplished creative professionals seek opportunities to learn — and relearn — the tools to express their ideas and concepts. And for many lifelong learners drawn to creative fields for new careers or for personal satisfaction, continuing education courses, professional certificate programs, and intensive study programs in Design and Digital Arts enable them to acquire or perfect their skills and keep pace with the latest trends and technologies in fields such as animation, print/graphic design, motion graphics, Web design, interior design, and product design. The Division’s noncredit offerings in Film foster creativity and provide needed technical knowledge that build or strengthen the talents of filmmakers, directors, cinematographers, editors, and producers, so they can better articulate their visions on-screen and bring projects to fruition.

“Our Advisory Board has been essential to the success of the graphic communications management program. These top industry leaders are unstinting in sharing their knowledge and experience with our students. Advisory Board members teach, fund scholarships, host industry events, facilitate internships, and provide one-on-one mentoring. Together, our students, faculty, alumni, and board members make up a highly energized and collaborative community, all focused on vision and growth.”

Bonnie Blake, Coordinating Chair, Media Industry Studies and Design; Academic Director and Clinical Instructor, M.A. in Graphic Communications Management and Technology

“Our goal at the Center for Publishing is to prepare our students for success and career satisfaction. But success in a digital era means using the power of both the printed word and the Web to inspire bold ideas and profound change. We encourage students to think innovatively—to strategize and implement new and creative publishing methods in order to reach a digitally savvy audience.”

Andrea Chambers, Academic Director and Clinical Assistant Professor, Center for Publishing

Evidence of the achievements of continuing education students in film is displayed at scps.nyu.edu/film-gallery.


The work of students at the Center for Advanced Digital Applications (CADA) is showcased online at scps.nyu.edu/cada.
HISTORICAL HIGHLIGHTS

NYU-SCPS has been an educator of media professionals since its earliest days, when the School was known as the NYU Division of General Education (DGE) and when media meant just print, film, and radio. In 1936, DGE offered a comprehensive set of filmmaking courses — from an introduction to the technical aspects of filmmaking to special effects and cinematography. That same year, students in NYU’s Radio Workshop participated in the production of the Educational Radio Project, which broadcast five programs each week coast-to-coast over the CBS and NBC networks.

The Division’s first television production courses were offered in 1935, when very few U.S. households had TV sets. Five years later, DGE consolidated its TV offerings in a series of courses for training writers, editors, camera operators, and producers. In 1952, the Division offered a televised course titled Today’s English. It was the first NYU course to be broadcast on TV and would lead to the development of the popular Sunrise Semester television series. Produced by CBS-TV in association with NYU, Sunrise Semester ran from 1957 to 1982. This series heralded the era of educational television programming and established the School’s early leadership in distance education—now based on the Web. In 1992, well after the DGE had become the School of Continuing Education, the Virtual College was launched, enabling students to access information technology courses online and opened the way for the graduate programs and continuing education courses now embedded in NYU-SCPS Online.

Publishing and graphic design also have a long history at NYU-SCPS. In 1943, the Division introduced a course called The Practice of Book Publishing. In 1951, DGE established the Center for Graphic Industries and Publishing, the forerunner of today’s publishing and graphic communications programs. The 1990s saw rapid growth in the School’s publishing and graphic design offerings. The M.S. in Publishing was launched in 1996, the same year the Center for Advanced Digital Applications (CADA) was established. The M.S. in Digital Imaging and Design was introduced through CADA in 2001. In 2005, the M.A. in Graphic Communications Management and Technology program migrated to NYU-SCPS from NYU’s Steinhardt School because of NYU-SCPS’s strengths in professionally focused graduate study in various forms of media production management.

PRISM AWARD AND FELLOWSHIP

The PRISM Award luncheon is sponsored by the Advisory Board of the Graphic Communications Management and Technology program and is a must-attend event for graphic communications media professionals. Every year, the luncheon generates philanthropic support for the program and its students. The prestigious PRISM Awards recognize leadership, innovation, and excellence in graphic communications media. The coveted industry award is presented to outstanding business leaders in the field, and a second award is given to students or alumni whose academic achievements and demonstrable contributions to the industry are deemed exemplary. Past PRISM Award recipients include Cathleen Black, president of Hearst Magazines, Newsweek Chairman Richard M. Smith, and Anne M. Mulcahy, chairman and CEO, Xerox Corporation. A highlight of the annual luncheon is the Advisory Board’s award of the competitive PRISM Fellowship, a scholarship that supports outstanding students in the program.

“After working for three years at a large Mexico City studio, I knew that I wanted a wider grasp of the whole process of post-production and animation. One of the reasons I chose CADA is because the program allowed me to focus on the skills that I wanted to develop. Another asset is CADA’s location in New York City, where there are many opportunities and where every major studio seems to have CADA graduates in its ranks.”

Ana Camila Benitez-Martinez, Animator/Media Producer/Project Manager, American Museum of Natural History, M.S. in Digital Imaging and Design, 2006
LIBERAL STUDIES AND ALLIED ARTS

In a city that is synonymous with seminal achievements in culture, the arts, and the intersection of American society with the cultures of the world, it is no wonder that the arts, humanities, writing, and languages have been a major focus of the educational mission of NYU-SCPS throughout its 75-year history. From the beginning, the School has provided adult learners at all stages of their academic and personal development with wide-ranging opportunities to enhance their critical thinking and communication and language skills; deepen their understanding of the arts, history, and culture; and develop their creativity. The Liberal Studies and Allied Arts division offers continuing education courses, professional certificates, online courses, summer intensives, and public events in the following areas:

- The visual arts and related professions
- Humanities and the performing arts
- Writing and speech
- Foreign languages, translation, and interpreting
- English language instruction (the American Language Institute) for international audiences
- The Bachelor’s and Associate of Arts programs in the Liberal Arts and Social Sciences through affiliation with the Paul McGhee Division

ARTS, HUMANITIES, AND WRITING

Being “In and Of the City,” NYU-SCPS reflects and contributes to New York City’s role as the nation’s cultural capital and home to some of the world’s greatest artists, writers, and thinkers. The arts and humanities departments of the Liberal Studies and Allied Arts division offer an extensive array of courses in art (including studio art, as well as courses in art appraisal, art history, and art business), arts administration, photography, film, the performing arts, world history and cultures, science, literature, philosophy and religion, and psychology. For students looking to launch or advance a career in the arts, the division also offers professional certificates in appraisal studies, arts administration, and art business. Each fall alone, nearly 250 faculty share their insights and expertise, stimulate critical thinking, illuminate seminal works of world culture, and teach vital language and expressive skills. The Division regularly showcases the significant research of faculty across NYU, helping to disseminate to a broader public the remarkable discoveries and new understandings that emerge in the dynamic environment of the research university.

An early initiative of the NYU Division of General Education (today’s NYU-SCPS) was the establishment in the 1930s of the Washington Square Writing Center. Today, the Writing and Speech courses offered by the Liberal Studies division continue to provide students with the skills and guidance they need to start a writing career or to express themselves more effectively. Course topics range from fiction, poetry, and dramatic writing to nonfiction, journalism, business communications, diction, voice, and public speaking. Professional certificates are offered in creative writing, screenwriting, journalism, and communications skills.

“Our courses in history and culture, philosophy, literature, film, art history, and other arts and humanities subjects offer students insights that can enhance their lives, enrich them intellectually, and challenge them to view the world from a different perspective. New York City is one of the world’s largest hubs for culture and creative ventures, and it depends upon fresh, new talent to sustain its status as an artistic mecca. I like to think that our division plays a significant role in filling that need.”

Terry Shtob, Coordinating Chair, Liberal Studies and Allied Arts; Academic Program Director, Humanities, Arts, and Writing Programs
FOREIGN LANGUAGES

The roots of the Liberal Studies division’s foreign language programs also date back to the School’s earliest years. A pioneer in the 1940s in providing instruction in what were then considered “nontraditional” languages, such as Hindi, NYU-SCPS today offers courses in more than 25 languages, from Arabic and Chinese to Hindi, Turkish, Urdu, and Vietnamese, all taught by instructors who are either native speakers or who have lived in the relevant culture for many years. Language instruction formats include weekend and summer intensives, private instruction, and language through film courses. NYU-SCPS was also a groundbreaker in providing professional training for adult students interested in pursuing careers in the growing fields of translation and medical or court interpreting. The Liberal Studies division offers professional certificates in some 15 languages and language groups (including classical languages) as well as in translation (available both on-site and online) and in medical and court interpreting. In 2004, the school launched its innovative certificate program in Arabic to English translation, the first such program to be offered online. In the fall of 2009, these programs earned NYU-SCPS a ranking among the top 10 translation schools and the top five professional certificate programs in the United States by AltaLang.com, one of the nation’s highly regarded organizations for translation professionals.

STUDY ABROAD: NYU-SCPS INTERNATIONAL PROGRAMS

Two of the summer intensive programs offered by the Liberal Studies and Allied Arts division provide opportunities for students to live and study in the United Kingdom. Modern British Drama in London is a two-week program that combines postwar British theater history courses with attending new theatrical productions in London. In the Oxford University Study Program, an exclusive collaboration between NYU and Oxford, participants live for one or two weeks at Oxford’s Christ Church College, and attend classes on English history and literature taught by distinguished Oxford scholars, as well as special events arranged solely for NYU students, such as lectures, walking tours, and field trips.

International programs offered by other Divisions include the UN in Geneva Study Program, in which Center for Global Affairs (CGA) students visit the European headquarters of the United Nations and are briefed by senior UN officials, diplomats, and key representatives of governments and nongovernmental organizations. Through Global Field Intensives, CGA graduate students can examine the political, economic, and cultural realities on-site in such countries as Ghana, China, and Cuba.

Students at the NYU Schack Institute of Real Estate can study in Cannes, Amsterdam, and Berlin. Tisch Center students may study abroad for a summer, a semester, or an academic year at one of NYU’s international academic centers—in Berlin, Florence, Accra, London, Madrid, Paris, Prague, or Shanghai. Students in the Paul McGhee Division can conduct environmental field studies in Costa Rica or study Italian medieval and Renaissance history in Florence and Siena. Eligible McGhee students may apply for a special scholarship that supports travel and study abroad opportunities.

“In our STARTALK program, teachers learn the newest strategies and methodologies for the instruction of critical languages, such as Hindi, Arabic, and Urdu.”

Milena Savova, Academic Program Director, Foreign Languages, Translation, and Interpreting
**SCIENCE AT NYU**

The NYU-SCPS Liberal Studies and Allied Arts division developed a popular "Science at NYU" public lecture series in 2008-09 highlighting contemporary issues in science and the most exciting new research currently being conducted by NYU faculty. Reaching out to the New York community, the series is collaboration between the Liberal Studies division, the New York Academy of Sciences, and the Office of the Dean for Science at NYU.

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**AMERICAN LANGUAGE INSTITUTE**

Since 1945, the American Language Institute (ALI) has been the pathway to English language proficiency for NYU’s international degree candidates and the program of choice for businesspeople, professionals, and students of all ages who seek to perfect their English language skills for personal or career purposes. The Institute is the nation’s oldest university-based center for teaching English language proficiency for non-native speakers, and its faculty has been an influential and respected voice in the worldwide community of Teachers of English as a Foreign Language impacting regulatory standards and the introduction of effective pedagogies. With nearly 60 full-time master teachers, language lecturers, and adjunct faculty members, ALI offers day and evening classes for beginning, intermediate, and advanced students; specialized courses in writing, speech, grammar, and accent correction; and courses in business writing and communications. The Institute also provides English language proficiency evaluations and on-site corporate programs.

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**SCPS AT THE MOVIES**

For four decades, New York’s most passionate filmgoers have turned to NYU-SCPS for the city’s finest film courses. Professor Richard Brown’s *Movies 101@NYU* course offers a rich understanding of the newest films before they are released to the public. Before each screening, Professor Brown paints a vivid picture of the history and production of that night’s film. Afterward, he interviews the film’s star, director, or — frequently — both.

In his *Movie Previews* course, renowned critic and author William Wolf selects each season’s most interesting independent, foreign, and Hollywood-studio releases and previews them with his classes at Lincoln Center’s Walter Reade Theater. Each screening is followed by a critical discussion and insightful analysis of the film led by Professor Wolf.

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“*The American Language Institute’s programs of study, including the Intensive Course in American English and our specialized courses for professionals, are all closely linked to NYU, to our Greenwich Village neighborhood, and to this great city. We take pride in our focused language instruction, “real” English in New York. Our goal is to enable our students to adapt to a rigorous university life and to immerse themselves in the culture and excitement of one the world’s most vibrant cities.*”

William Jex, Director, American Language Institute
THE PAUL McGHEE DIVISION
Undergraduate Degrees for Adults

At some level, the historic impulse of major universities to organize educational programs for their communities can be understood as public-spirited corporate citizenship. In NYU-SCPS’s own evolution, it can also be said that the School’s early focus of activities contributed to the economic vitality of industries of influence in our city and to the career progression of the already educated. For NYU, the impulse to embrace older, nontraditional students was arguably also creative and empathetic. The essence that is today manifest in the Paul McGhee Division grew out of a triple commitment: to recognize the unique sets of challenges adult undergraduates face and shape programs around the constraints of their availability; to recognize that the potential for academic success can be ascertained from a variety of life accomplishments, beyond traditional scholastic records of one’s youth; and above all, to create a rigorous and uplifting curriculum that incorporates pedagogical strategies that honor the experience, mature insights, and drive of older students. Our home for undergraduate studies for adult students is the outgrowth of programs that in one generation assisted World War II veterans to matriculate into university life, and in a later generation informed by the Civil Rights Movement, helped women, students of color, and economically challenged adults of all backgrounds return to, or access, higher education for the first time.

The Paul McGhee Division combines the resources of an internationally renowned research university with the intimacy of a small college experience designed specifically for motivated, intellectually curious adults seeking to begin or complete an undergraduate degree program. Taught by some 250 dedicated and accomplished clinical and adjunct faculty, McGhee’s interdisciplinary curricula connect the liberal arts with professional studies and are available through evening study, intensive formats, and online. These multiple pathways function in a supportive community that encourages personal, academic, and professional achievement that meet NYU’s demanding standards.

The Paul McGhee Division offers the following undergraduate degree programs:

**BACHELOR OF ARTS DEGREES**
- Humanities
- Social Sciences

**BACHELOR OF SCIENCE DEGREES**
- Digital Communications and Media
- Healthcare Management
- Information Systems Management
- Leadership and Management Studies
- Real Estate

**ASSOCIATE IN ARTS DEGREE**
- Liberal Arts

**ASSOCIATE IN APPLIED SCIENCE DEGREES**
- Business
- Diagnostic Medical Sonography
- Health Administration
- Information Systems Management

Flexibility is built into all McGhee programs to accommodate the responsibilities and schedules of adult students, who are often balancing careers and families in addition to their studies. McGhee has embraced the benefits of technologically facilitated study, and the faculty have undergone specialized pedagogical training to ensure comparable quality and learning outcomes in each and every format the School offers. At present, degrees can be completed online in one of two disciplines (a B.A. in Social Sciences with a concentration in Organizational Behavior and Communication or a B.S. in Leadership and Management Studies with a concentration in International Business, Human Resource Management, or Organizational Management and Development), or they may combine online and on-site courses within certain programs of study. Either way, McGhee Online programs provide students with access to the same expert faculty, student resources, and professionally focused courses available on-site.

With its wide selection of degree programs and study areas, the McGhee Division opens pathways for its students in many different career directions, while providing the advisement and support they need to identify their strengths and achieve their personal and career goals. The result is a unique, often transformative learning environment where students frequently set increasingly ambitious goals for themselves, explore new intellectual interests, advance their careers, and rewrite their own life narratives.
GETTING INVOLVED: STUDENT CLUBS/STUDENT COUNCIL

Earning a degree from the McGhee Division is about much more than acquiring an academic credential. McGhee students constitute a community of smart, talented, highly motivated adults who engage in the life of their School and in one another’s learning and growth. They bring with them an extraordinary diversity of personal and professional backgrounds that enrich the learning experience, both in and out of the classroom.

Student involvement takes many forms. Academically or professionally oriented clubs bring together students who share common goals and interests. McGhee students are also actively involved in student government, through the Undergraduate Student Council, as well as in community service projects. Student volunteers have multiple opportunities year-round to give back and make a difference through NYU’s Office of Community Service or the NYU-SCPS community service program, the Dean’s Registry.

“Most of our students return to school because something they once set out to achieve remains unfinished. For many, achieving a bachelor’s degree is a personal accomplishment of extraordinary significance in their lives. For students who are heads of households or single parents, the motivation to set an example for their children is often a driving force as well. I think that the ultimate success of our nation’s economy in the future is going to depend on our entire population becoming lifelong learners. When you look into the eyes of an adult student at graduation, after the five or six years it may have taken to arrive at this day, you truly understand what it means to make an impact in the field of adult higher education.”

Susan Kinsey, Divisional Dean

HISTORICAL HIGHLIGHTS

For much of its early history, the NYU Division of General Education, today’s NYU-SCPS, offered only non-credit courses. In 1948, the Division introduced a two-year liberal arts program leading to a Certificate in General Education. Designed to help returning veterans fulfill G.I. Bill requirements, the certificate program was also a significant first step in consolidating the Division’s liberal arts offerings and laying the groundwork for a degree-granting function. In the 1950s, the Division’s visionary second dean, Paul McGhee, set in motion a process that would culminate in 1964 in the creation of an Associate in Arts degree program. Limited to students over the age of 21, the program was an immediate success, and by 1970, it included three Associate in Applied Science degrees (in Business, Public Service, and Physical Therapy). A bachelor of arts program for adult students was inaugurated in 1972, along with a two-year general studies program for college-age students. In 1998, the SCPS undergraduate degree programs for adults were renamed in honor of Dean Paul McGhee.

Divisional Dean Susan Kinsey (third from left) meets with Paul McGhee Division faculty.
“I initially attended the University of Sydney right after high school, but at the time, it was more about the social aspect. I don’t think I was there to learn, and I didn’t get much out of it. When I went back as an adult, it was a very different learning experience. Even though I’m successful as an entrepreneur, I feel that I’m now equally successful as someone who went the traditional route. You know how you can be street smart, but not book smart? Going to McGhee gave me the confidence that I am able to achieve on both levels.”

Alexia Crawford, co-owner Laila Rowe boutiques, B.A. in Social Sciences, 2005

MARC GUSTAFSON: McGhee Alumnus, Oxford University Marshall Scholar

At age 19, Marc Gustafson left college to sail around the world on a 43-foot sailboat/floating classroom that used online and satellite technology to beam back real-life geography lessons to low-income students in New York City. From that initial circumnavigation grew Reach the World, Gustafson’s geography-education nonprofit organization, which connects disadvantaged public school students to travelers on actual journeys across the globe. Despite the success of his venture, Gustafson was eager to complete his college studies, and in 2004 he enrolled in the McGhee Division. “It’s the perfect choice for someone who’s returning to college,” he says. “You get the exposure to a major university as well as the small college experience, and you’re not in a younger-student environment. Adult students have different life experiences and skills that really enhance the McGhee dynamic. McGhee was excellent preparation for Oxford, and I don’t think I would have received the Marshall Scholarship to Oxford without the help and coaching of the faculty.” Gustafson earned his B.A. in Social Sciences in May 2007, and was awarded a prestigious Marshall Scholarship to attend Oxford, where he is currently pursuing a doctorate in Modern Middle Eastern Studies. He was also the first McGhee undergraduate ever to be selected as the NYU student speaker at the all-university commencement.

“Returning to school as an adult was a scary proposition. But at McGhee, I met professors and other nontraditional students who were very supportive. I was able to tap into many resources that weren’t available at other schools, such as studying in Africa, financial aid packages that were personalized to my unique situation, and valuable professional development opportunities. Looking back on the experience, I can’t imagine having gone back to school anywhere but at McGhee.”

Travis P. Sherer, Director, Health Equity Project, B.A. in Social Sciences, 2005
NYU-SCPS: 75 Years and Beyond

From its origins in 1934, NYU-SCPS was created to listen to the spirit of the times and shape educational responses to enable individual learners to advance personally and professionally within the private and public enterprises where they could apply their new understandings, knowledge, and skills. As this historic overview has shown, the School has been as dynamic as change itself, while being constant in its commitments to academic excellence, innovation, social purpose, and access.

Perhaps the most fundamental change in the School’s evolution has been its academic identity. The School was conceived in the spirit of Outreach: the University, being the center of knowledge, would make its resources available to those outside its walls, modeling the commitment of NYU as a private university in the public service. Thus in its early years, it was a mechanism through which faculty from traditional disciplines could share their knowledge with a lay public. That mission is still embedded in the evergreen commitment to public programming and open access continuing higher education.

What is noteworthy about NYU-SCPS’s present-day reputation lies in the intellectual capital it has brought into the University. Over time, the School developed a unique capacity especially relevant to the working professional and older student: the ability to add to the core and essence of foundational academic disciplines the specialized expertise and practice-infused knowledge that emerge within the very industries that drive New York City and its connections to the world.
Today, the School’s academic departments and divisions embody a corollary principle of *Inreach*. They routinely evaluate, shape, and otherwise legitimize the reflective insights, applications, methodologies, and research applications being developed within essential and emerging industries in the regional and global environment, and add their intellectual capital to the University.

Bridging practitioner expertise, theory, and research, and integrating the convergence of disciplines and the organic interface of the “global and the local” into all aspects of the curricula, this dialectic—of bringing in and reaching out—will continue to mold the future evolution of NYU-SCPS. It is already contributing to the growing and important collaborations with other NYU schools and faculties. It will continue to inform the reciprocal accountability embedded in all of our programs, as evidenced by the active participation of hundreds of devoted Advisory Board members drawn from the highest reaches of their respective fields; they work with our faculty and administrators in assuring the relevance of our curricula and give us sustained insight into our effectiveness as educators in preparing the resourceful future leaders they seek to employ.

**MILESTONES**

The School is inestimably grateful that the achievements and potential of NYU-SCPS have attracted in recent decades the support of major benefactors who have supported our striving toward excellence. Two of our largest divisions now carry the names of especially generous donor advocates, the Tisch and Schack families. Endowed faculty lines, student scholarships, and lecture series have further enhanced the capacities of the School and the experiences of our students. Continuing philanthropic support from the School’s friends and alumni will be even more essential in the future. Because most of our current graduate programs did not exist 10 years ago, our alumni community is relatively youthful: Yet it is a source of pride that NYU-SCPS degree-holding alumni now number more than 22,000 women and men who are making their mark in professions and communities around the world. Considering that our students presently constitute more than one in 10 of new NYU graduates, we can expect the growing influence of our alumni on our future development and reputation.
ANTICIPATING THE FUTURE

Listening to the engaged academic communities and professional networks anchored within NYU-SCPS is already influencing the next phases of our evolution. The globalization of knowledge, commerce, and transnational challenges and opportunities of all kinds will be expressed within all of our curricula, integrating comparative perspectives and case studies drawn from worldwide practice. The values and principles embodied in the concepts of sustainability and global citizenship are informing what and how we will teach, what is studied, and the subjects of applied research across all fields.

It is certain as well that more of our degree-seeking students will spend formative portions of their study within the exceptional NYU Global Network infrastructure. Moreover, the accelerating integration of distance learning capacities will give increasing numbers of students desirable flexibility to pursue their studies with their faculty members and their classmates—without having to travel to a fixed location at a fixed time. The School will also introduce the tools of social networking and other media technology applications to strengthen community-building and knowledge sharing, wherever students and faculty find themselves, and be used for institutional communications with students, alumni, faculty—and prospective students.

These expectations will also infuse our vigorous continuing education programs and offerings. By 2030, it is projected that one in every five Americans will be 65 or older. Because of the changes in lifespan, the shifting timetables of retirement, the reality of multiple careers, and the human requirement to seek understanding and connection, there is no doubt that NYU-SCPS will be an even more essential resource to learners of all ages, throughout the cycles of their lives, whether seeking a needed credential or the exhilaration of intellectual discovery.

It is especially meaningful, upon the occasion of the School’s 75th anniversary, that the widespread recognition of the School's accomplishments and ever-greater promise led to the unanimous approval by the NYU Board of Trustees in June 2009 for a permanent “headquarters” for all of the School’s Washington Square-centered programs and services. The inauguration of the next 75 years begins with the building of our first true campus home at 7 East 12th Street, with occupancy planned for late spring of 2011. Physical evidence of NYU-SCPS's place within the University and the City, the landmark building will at last create for current (and future) alumni, students, and faculty a transformational environment to call home for the vital learning communities they constitute.

In view of the trajectory of achievement, vision, resilience, and purposeful reinvention that the years since 1934 have witnessed, the next 75 years of the New York University School of Continuing and Professional Studies are certain to continue on the path of innovative academic leadership in ways both predictable and as yet unimagined.