

# SCPS NEWS

New York University School of Continuing and Professional Studies

Volume II, Issue 2 Spring 2009

## The Center for Global Affairs Scenarios Initiative Wins Carnegie Grant

The Carnegie Corporation awarded a grant of nearly a quarter million dollars to support the NYU Center for Global Affairs Scenarios initiative—a series of workshops and reports that evaluate U.S. policy options in the context of alternative scenarios and outcomes for pivotal countries.

The initiative is piloted by Clinical Associate Professor Michael Oppenheimer, with two previous full-day scenarios workshops attended by noted scholars, policymakers, journalists, and other professionals. The first, in 2007, imagined the future of Iraq after a substantial drawdown of U.S. forces in 2010. The other, in 2008, examined the future of Iran and its relationship with other Middle East actors (reports available on the CGA website). The Carnegie

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## Digital Designs: CADA and Sony Pictures Team Up for Online Mentoring Program



Martian landscape from CADA student Ben Fox's master's project.

Martians are the focus of Ben Fox's master's project, while fellow graduate student Cidalia Costa uses the words of African slaves from 19th-century America as the basis for her project.

Both students want careers in digital animation, and they're getting phenomenal help through a new online mentoring program—an innovative collaboration between the NYU-SCPS Center for Advanced Digital Applications (CADA) and Sony Pictures.

Once a week, Fox and Costa—both in the Center's Digital Imaging and Design graduate program—meet individually with a seasoned Sony digital designer for an hour-long video conference on their master's thesis project. Fox's is an animated fantasy about the Mars exploration program. Costa's project uses light, objects, and textures to create a virtual slave cabin from the early 1800s. In each

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Graduate public relations student Ming Hatch (second from left) and adjunct faculty Lou Capozzi (second from right) accept PRWeek award at March gala.

## NYU-SCPS Grad PR Program Named Nation's Best by PRWeek

PRWeek magazine gave its inaugural PR Education Program of the Year award this year to the NYU-SCPS M.S. in Public Relations and Corporate Communications program.

Hailing the four-year-old graduate public relations program as the best of its kind, the PRWeek award judges—all industry professionals—commended NYU-SCPS for its rigorous, practice-based curriculum and faculty of nearly 30 leading public relations practitioners. The award citation noted “the ability of [the program's] professors to use both real-world case studies and instructive scenarios to educate students about new media, media relations, crisis communications, and other tactics.”

Divisional Dean Anthony Davidson of the NYU-SCPS Division of Programs in Business said, “This award from PRWeek is a great honor and affirms the solid academic reputation our graduate public relations program already holds in the industry, after just four years since its launch. The program is emblematic of the professionally focused, practice-oriented graduate education offered

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## A Message From Dean Lapiner

This is the season of fulfillment within the university calendar, as we salute with pride the 382 undergraduates and 822 graduate students completing their studies at NYU-SCPS this academic year. Whether from Manhattan, Beijing, Istanbul, or Hoboken, they share a common spirit, discipline, and drive. Many were already highly accomplished when they started their studies. As graduates, all are prepared to advance toward leadership in their respective fields in an interdependent world.

Yes, we are all concerned by contracting opportunities in the current economic environment. Yet for graduates of NYU-SCPS, the in-depth knowledge acquired, the vital networks of relationships built, and the flexible, analytical, and multi-dimensional habits of mind that come from studying with us are certain to assure that the class of 2009 will find their footing and progress successfully toward their goals. Like the nearly 25,000 worldwide degree-holding alumni before them.

The history of our School is predicated on facilitating such ambitions. We celebrate our 75th anniversary this coming academic year, having opened our doors during the Great Depression in the fall of 1934, with programs purposefully conceived to bring NYU educational resources to bear in helping New Yorkers get back to work. Among our earliest initiatives was the precedent for a defining aspect of our academic leadership—shaping academically rigorous curricula for emerging professions.

Today the strengths of our academic divisions, as expressed through our award-winning graduate, undergraduate, and continuing education programs, capture the expertise and practice-infused knowledge of industries that have secured New York's own place in the national and global economies. Our faculty of outstanding teachers—accomplished scholars and reflective practitioners—match NYU research university standards with the exacting requirements of the specialized professions and academic pursuits for which they educate our students.

I invite you to enjoy the stories in this newsletter: they illuminate the impressive range, high accomplishment, and entrepreneurial spirit of NYU-SCPS, and reveal how in all that we undertake, we embody the core NYU values of being *In and Of the City—and In and Of the World*.



Yours,

Robert S. Lapiner, Ph.D.  
Dean, School of Continuing  
and Professional Studies

## NYU-SCPS Administration

**Robert S. Lapiner**, B.A., M.A., Ph.D., dean, School of Continuing and Professional Studies.

**Anna Condoulis**, B.A., executive director, Undergraduate Student Life, Alumni Relations, and Events.

**Anthony Davidson**, B.B.A., M.B.A., Ph.D., divisional dean and clinical professor, Division of Programs in Business.

**Dennis Di Lorenzo**, B.A., associate dean, Administration, Finance, and Planning.

**Dorothy A. Durkin**, B.A., M.A., associate dean, Strategic Development and Marketing.

**Barbara Gossett**, B.S., M.S., Ph.D, assistant dean, Graduate Student Life.

**Carmela Haché**, B.S., M.B.A., director of development, Office of the Dean.

**Vera Jelinek**, B.A., M.A., Ph.D., divisional dean and clinical associate professor, Center for Global Affairs.

**Susan Kinsey**, B.A., M.A., Ph.D., divisional dean and master teacher, Paul McGhee Division.

**Carl Lebowitz**, B.S., M.S., Ph.D., associate dean and professor, Faculty and Academic Services.

**Naomi Levine**, B.A., LL.B., J.S.D., executive director, George H. Heyman, Jr. Center for Philanthropy and Fundraising.

**D. Kenneth Patton**, B.S., M.S., divisional dean, clinical professor, and Klara and Larry Silverstein Chair, NYU Schack Institute of Real Estate.

**Lalia Rach**, B.S., M.B.A., Ed.D., divisional dean, clinical professor, and HVS International Chair, Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

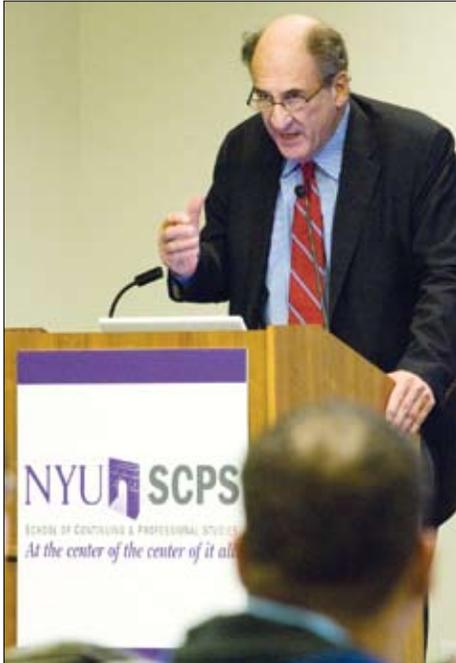
### Alumni: Stay Connected

Please update your contact information by e-mailing [scps.alumni@nyu.edu](mailto:scps.alumni@nyu.edu) or by visiting [www.scps.nyu.edu/alumni](http://www.scps.nyu.edu/alumni) and clicking the Alumni Directory link.

### ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES (NYU-SCPS)

Established in 1934, the School is one of NYU's 15 Schools and Colleges dedicated to academic excellence and innovation. NYU-SCPS captures the expertise of key sectors where New York leads globally: 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, among others. Vibrant professional and academic networks attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, and New Yorkers and visiting students of all backgrounds enrolled in 2,500 continuing education courses, certificate programs, conferences, and seminars annually. NYU-SCPS is widely considered to be the most complete example of NYU's founding commitment to be "In and Of the City"—and In and Of the World.

## CAREERS AND PATHWAYS: NAVIGATING THE CHANGING LANDSCAPE



Forbes editor Robert Lenzer at NYU-SCPS.

### Workshop Focuses on Finance Professionals in Transition

The NYU-SCPS Division of Programs in Business and Office of Career Management presented a special half-day workshop in March that addressed the professional and practical needs of finance executives affected by the current economic climate. The workshop included a keynote presentation by Robert Lenzer, national editor of *Forbes* magazine, and several presentations, panels, and breakout sessions that delved into relevant topics to help finance professionals in transition maintain their competitive edge and prepare themselves for the changes ahead. ♦

### PR Program Wins PRWeek Award

*continued from page 1*

at NYU-SCPS, which is in ever-greater need by professionals.”

The *PRWeek* awards are recognized among the industry’s highest accolades given annually to the best corporate, nonprofit, and agency teams, as well as the campaigns they produce. This year, the PR Education Program of the Year was added as a category for the first time. The awards honor best practices and creative excellence in public relations programming. ♦

### Changing Careers: From Finance to Philanthropy

In the stock market, timing is everything. When Wall Street trader Kip Schaefer was accepted into the NYU-SCPS Heyman Center master’s program in fundraising, his timing couldn’t have been better. Schaefer envisioned fundraising as something he might do a decade down the road. But 18 months later, when the market crashed and his firm folded suddenly, Schaefer was ready to step into a new career.

By 2006, Schaefer had worked at Bear Stearns for 10 years, rising to a managing director-principal. Schaefer, now 34, wanted to complement his Wall Street career by furthering his education. Business school seemed redundant; he had trained new M.B.A.’s at the firm. Meanwhile, he had become interested in philanthropy. “I wasn’t looking to change careers,” Schaefer recalls. “I was looking to gain knowledge and get involved in nonprofits at the board of directors level.”

NYU’s reputation made it a good place to start, Schaefer says. An NYU-SCPS information session inspired him to apply for the program. He was unsure whether it would meet his expectations, but within a week he was sold on the program, which would let him blend his background in finance with his interest in nonprofits.

When the market plunged and JPMorgan agreed to buy out Bear Stearns in March 2008, Schaefer was asked to stay on as a short-term transition employee. The father of two small children, with a third on the way, was suddenly in the job market.

Through a network of contacts he made at the Heyman Center, Schaefer secured an informational interview with Eileen



Heyman Center alum Kip Schaefer.

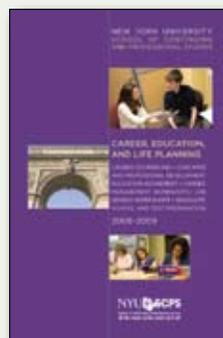
Heisman, president and chief executive officer of the National Philanthropic Trust (NPT). A few months later, Schaefer accepted a newly created position as NPT’s director of institutional business development. He completed his master’s in December 2008 and started at NPT in February 2009.

“As Naomi Levine expressed in one of her classes, you can work your tail off and build up a pile of cash, but if you don’t do anything meaningful, what’s the purpose of that?” Schaefer says. Today, he acts as a liaison between charities and donors, educating financial advisors about donor-advised funds, the country’s fastest-growing charitable vehicle.

Changing careers isn’t easy, Schaefer notes, but NYU-SCPS offered a supportive atmosphere. “What’s most important is listening to your inner call about the kind of impact you want to make in the world.” ♦

*For additional alumni news, see pages 6–7.*

### On the Web



#### NYU-SCPS Office of Career Management Programs

The Office of Career Management at NYU-SCPS provides you with the tools necessary to achieve your goals, navigate obstacles, and make the most of life’s opportunities. Our offerings help you evaluate your professional future, explore your options, get your career on track, prepare for graduate and professional school entrance exams, and more. For information on current courses, individual counseling, and upcoming career events or to request a brochure, visit:

[www.scps.nyu.edu/career](http://www.scps.nyu.edu/career)

## FACULTY AND ADMINISTRATION NEWS



Adjunct Assistant Professor Richard Hunt teaching at the NYU-SCPS Center for Publishing.

### Why I Teach: Adjunct Richard Hunt

By all accounts, Richard Hunt is a gifted teacher and a warm, encouraging presence in the classroom. But to hear him tell it, “It’s a two-way street. I learn as much as the students do,” says the award-winning adjunct assistant professor in the NYU-SCPS Center for Publishing. “In the process of teaching, I’ve gained a lot of perspective from the questions they ask.”

Hunt has been fielding questions at NYU-SCPS since 2000. When the former director of the Center for Publishing called him with an invitation to teach *Introduction to Marketing and Branding*, he jumped at the chance. “It was a wonderful opportunity for me to give back,” Hunt says.

He was a natural for the position. Since earning an M.B.A. at Yale, Hunt has spent his entire career in marketing. He began at Kraft Foods, promoting Grape Nuts and Fruity Pebbles, then moved on to Time, Inc. to work in magazine circulation. Next came a stint at Columbia House, marketing CDs and DVDs—still using the skills he’d honed selling cereal.

“As I tell my students, the core principles of marketing are consistent, whether you’re selling a consumer product or a business-to-business opportunity,” Hunt explains.

Three years ago, Hunt plunged into the world of Web commerce. He became vice president

of marketing at SharedBooks, a start-up company that customizes and personalizes books created dynamically, which are then displayed as flipbooks on the Web, downloaded as PDFs, or professionally printed.

The case histories Hunt uses in his NYU-SCPS course have changed over the years, he notes, as publishing and his students’ interests have changed. “Not a single student in my class reads printed newspapers,” he observes, adding quickly, “though they seem very well-informed. They rely a lot on the Internet.”

Are they worried about the future of publishing? “Not really,” Hunt says. “They are more worried about the economy. I think they feel as long as they’re clever, study, and adapt well, they have the skill sets that will serve them, no matter how the world of publishing may change.”

This spring, Hunt won an SCPS Teaching Excellence Award. In nominating him, Andrea Chambers, director of the Center for Publishing, cited “the enthusiastic and positive reviews he gets from students who appreciate his sage, avuncular manner, obvious concern for the pursuit of learning, and diligence.”

In his best “aw shucks” manner, Hunt brushes aside such compliments. “I love teaching,” he says. “I’d love to teach full time. Maybe someday.” ♦

### SCPS in the News



#### NYU-SCPS Dean Robert Lapiner Appears on the *Today* Show

In March, Dean Robert Lapiner appeared on NBC’s *Today* show. In a story about how some older professionals are acquiring new skills after a layoff, the Dean commented on the increased numbers of adult students returning to school for graduate study and continuing education courses.

Recently, Dennis Garritan, academic director of the graduate human resources program, appeared on the Fox Business Network to talk about office morale and productivity during the NCAA basketball playoffs. Also on Fox, career expert and NYU-SCPS adjunct Michelle LoBianco offered timely advice on “recession-proofing your career.”

For more about these and other “SCPS in the News” items, visit:

[www.scps.nyu.edu/scps-in-the-news](http://www.scps.nyu.edu/scps-in-the-news)

### Associate Dean Durkin Presents at UCEA

In April at the annual meeting of the University Continuing Education Association (UCEA)—the leading international organization of continuing and adult education institutions—Dorothy Durkin, NYU-SCPS associate dean of strategic development and marketing, led a panel discussion on “Arts and Enterprise: Reframing Creative and Applied Arts Education for the Future.”

Durkin and the other distinguished panelists considered the many aspects of a creative arts education, such as the rise in some arts fields (animation, film, video), popular interest in good design (e.g., Target), baby boomers leaving corporate jobs to pursue a passion (“the encore career”), and why it’s imperative that continuing education reinforce the value of the creative process across all professions. ♦

## New Full-Time Faculty: Spring 2009

### Mark Galeotti Center for Global Affairs



Mark Galeotti

A specialist in transnational organized crime, security affairs, and modern Russia, Mark Galeotti has joined the NYU Center for Global Affairs (CGA) as a clinical associate professor in the graduate program.

Galeotti began his academic career concentrating on conventional security issues, including the impact of the Soviet invasion of Afghanistan and the implications of the disintegration of the USSR. However, in his fieldwork he encountered the rising new generation of gangsters carving out their portions of the decaying Soviet Union and was one of the first Western academics to recognize this as an emerging security concern. Since then, he has become increasingly interested in the transnationalization of not just Russian, but all forms of, organized crime.

Published widely, Galeotti has authored and edited 11 books. His most recent book, *Organized Crime in History* (Routledge 2009), is a collection of studies and essays that he compiled and edited tracing organized crime's unique history as it intertwines with the history of human society. He also founded the interdisciplinary journal *Global Crime* and wrote a monthly column on post-Soviet affairs in *Jane's Intelligence Review* from 1991 to 2007. Professor Galeotti studied history at Cambridge University and then received his doctorate in politics from the London School of Economics.



### Robert Noltenmeier Division of Programs in Business

Robert Noltenmeier, a corporate communications veteran of more than 30 years, joined the M.S. in Public Relations and Corporate Communications program this spring as a clinical assistant professor. He has been adjunct faculty teaching writing and corporate communications theory and practice since 2004.

Outside of NYU-SCPS, Noltenmeier has been a principal of Quadrant Communications Co., Inc., a Manhattan-based corporate communications and integrated marketing consulting firm, since 1985. He is also a member of the International Association of Business Communicators (IABC) and is serving his third, nonconsecutive term as



Robert Noltenmeier

president of the New York chapter (NY/IABC). He has chaired the NY/IABC professional development, membership, and awards committees; served on IABC regional boards; judged IABC Gold Quill and PR Week Student of the Year entries; and won several IABC awards for writing and publication excellence.

Noltenmeier holds a master's degree in public relations from the Boston University College of Communication and a bachelor's degree in humanities from West Chester University of Pennsylvania.

### Scott Robinson NYU Schack Institute of Real Estate



Scott Robinson

Scott Robinson joined the NYU Schack Institute this spring as a visiting clinical professor and the new codirector of the REIT Center at NYU. A 15-year veteran in the real estate finance field, Robinson has extensive experience in real estate investment banking, including secured debt securitization, unsecured debt syndication, and equity valuation. He is the founder and managing partner of Cadence Capital Group, LLC, a New York-based real estate capital markets advisory and consulting firm. Robinson was previously vice president of real estate investment banking at Citigroup, where he worked on more than \$4 billion of floating-rate loan securitizations and a number of large syndicated loans, including Anaheim Garden Walk and Club Corporation. Prior to that, Robinson spent eight years as a senior credit analyst in the Real Estate Finance Group at Standard & Poor's, where he evaluated the credit profile of both real estate investment trusts (REITs) and commercial mortgage-backed securities (CMBS).

A graduate of the University of California-Riverside, with a degree in economics and a minor in accounting, Robinson earned, with distinction, a Master of Science in Real Estate with a concentration in Finance from the NYU Schack Institute in 1998.

#### On the Web

For a complete directory of faculty bios with information on educational and professional backgrounds, as well as courses taught at NYU-SCPS, visit:

[www.scps.nyu.edu/faculty](http://www.scps.nyu.edu/faculty)

## Alumni News: Recent Graduates



### Jonathan Arad

Jonathan “Yony” Arad discovered NYU-SCPS while researching business programs on the Internet at home in Israel. The Integrated Marketing master’s program sounded ideal, but it was half a world away. Arad, 32, says he relied on e-mail to investigate the program, which had great appeal because he wanted to focus his studies on Internet marketing and e-commerce.

The undergraduate music major took a chance, enrolled, came to New York, and excelled. Arad won the 2008 Boardroom Inc. Prize for his capstone project, the culminating course in which students invent a company and write a detailed business plan for it, synthesizing everything they’ve learned in the program. Arad’s “Single Parent Tours” would offer walking tours for single parents and their children, combining dating, tourism, and parent-child quality time.



### Julie Barile

Looking for a career change, Julie Barile completed the NYU-SCPS’s professional certificate in direct marketing in 2001 and jumped into Internet marketing. Five years

later, when she felt ready to leap ahead in her career, she returned to NYU-SCPS for her master’s degree in Integrated Marketing. In addition to completing her degree last year, Barile won the Direct and Interactive Marketing Award for Excellence.

When Barile interviewed for her current position as director of online marketing at Toys “R” Us, she met with several upper-level managers. Barile believes her ability to converse intelligently with the head of e-commerce and other business leaders gave her the edge over other candidates, and she credits Marjorie Kalter’s rigorous *Competitive Strategy* class.



### Francesca Bellù

After Francesca Bellù moved from Italy to America several years ago to complete a master’s degree in communications, she

found herself increasingly drawn to the field of international relations. The NYU-SCPS M.S. in Global Affairs program gave her the opportunity she was looking for. Not only did she excel scholastically, earning the Global Affairs Excellence and Achievement Award, but her studies prepared this 2008 graduate for the biggest interview of her life—a competitive exam for a position with Italy’s mission to the United Nations, which she passed with flying colors.

“NYU’s program emphasizes many other actors besides nation-states, including NGOs, market forces, and the UN,” she says, speaking from her office at United Nations Plaza in Manhattan. Bellù singles out as particularly valuable the seminar *Security Policy: Issues and Challenges*, her master’s thesis on America’s nuclear pact with India, the international makeup of the student body, and the accessibility of the professors at the Center for Global Affairs.



### Sara Brady

What appealed to Sara Brady about the NYU-SCPS M.S. in Publishing program was its focus on the industry’s business aspects. “I’d

minored in business in college and wanted something more practical than an M.F.A. or journalism degree,” she says. “*Mastering Management and Leadership* was one of the best classes I’ve ever taken, and the three finance classes helped with my thesis project, a wedding and parenting magazine for gays and lesbians.”

Brady’s straight A’s earned her the program’s Condé Nast Award for Magazine Publishing. She’s now managing her own business as a freelance writer, editor, and fact-checker. “I certainly have a much broader perspective on the business than I did before,” she says.



### Carianne Carleo-Evangelist

When Carianne Carleo-Evangelist pursued her M.S. in Tourism and Travel Management at the NYU-SCPS

Tisch Center, she and her classmates didn’t just read about travel, they became tourists. The *Tourism Product Development* class took Carleo-Evangelist to Gettysburg, PA. Once on-site, students worked with partner organizations to improve attendance and visitors’ overall experience. Her *Sports Tourism Development* class met in Prague, a city that was bidding for the 2016 Olympic games.

“The focus was on wanting us to go out and see and experience,” says Carleo-Evangelist, 29. A recipient of the center’s Ricelle “Bunny” Grossinger Hospitality Award, she now promotes New York City’s cultural assets to tourists as senior manager of arts and cultural programs at NYC & Co.—a job that grew out of an internship that was part of her hands-on coursework.



### Kim Castro

Kim Castro was a senior editor in the equity research department at Standard & Poor’s when she decided to return to school to

expand her knowledge of digital publishing. She chose NYU’s M.S. in Publishing program, which let her continue working while taking classes at night.

“It helped me explore various approaches to creating, marketing, and managing content across multiple platforms,” she says. Castro, who received the program’s Meckler Award in Electronic Publishing, created an investing website for young adults as her final project. “Today, I’m deputy business editor at *U.S. News & World Report*, where I also write a blog about the luxury market,” she says. “It’s an amazing time to be living in Washington, D.C.”

## From Across NYU-SCPS



### Xiang Cui

Chinese-born Xiang Cui enrolled in the M.S. in Human Resource Management and Development program at NYU-SCPS for a career that “combined

my experience as an educator and my experience in cross-cultural communication.”

Xiang served as a keynote speaker along with Dennis Garritan, director of the program, presenting a new “Global Talent Management Model” for training human resource managers, at a conference held at Renmin University in Beijing, China in November 2008. Xiang, who completed her graduate degree in 2008, worked closely with Garritan on the presentation as well as translating and delivering it in Mandarin. Before the conference ended, Xiang had received two job offers. When asked about her experience with the faculty and students at NYU-SCPS, Xiang says, “They’re a treasure. Very smart, passionate, and devoted.”

### Anoush D’Orville



Anoush D’Orville’s enrollment in the NYU-SCPS M.S. in Global Affairs program came at the ideal time. “I was just starting a new business, advising developing nations on communications and electrical efficiency,”

says the 2008 graduate. “At the same time, the evening classes let me work on my start-up by day.” D’Orville was attracted by the curriculum’s emphasis on the nexus between the public and private sectors.

D’Orville, who received the Center for Global Affairs Excellence and Achievement Award, found the *Nongovernmental Organizations in the Developing World* course, which focused on the writing of grant proposals, to be good training for his current activities in West Africa. Overall, he says, “the program helped me fuse my background in business and my interest in politics. I enjoyed it thoroughly.”



### Laurel Hart

Laurel Hart enrolled in the M.S. in Public Relations and Corporate Communications program at NYU-SCPS to boost her career. And it did.

“My career is where it is today because of the program,” says Hart, 32, a consultant with the Logos Consulting Group and a senior fellow with the Logos Institute for Crisis Management and Executive Leadership. Hart took two courses with Adjunct Associate Professor Helio Fred Garcia, Logos’ president, and did her practicum with Logos, in which she recommended best practices for communications in the event of a pandemic flu that was applicable to several Logos clients.

A member of the program’s first graduating class in 2007, Hart was named Most Distinguished Graduate and received the Manning, Selvage & Lee Outstanding Student Award.



### Hunter T. Manchak

Three years ago, Hunter T. Manchak was a Crocs footwear salesman in Colorado who hoped to enter the

sports industry. Today, Manchak runs the marketing and race operations for the Nautica New York City Triathlon, one of the three largest Olympic distance triathlons in the world. Earning his M.S. in Sports Business at the NYU Preston Robert Tisch Center allowed Manchak to make that leap.

After completing *Entertainment and Marketing of Major Sports Events*, Manchak began an internship at Korff Enterprises, a sports marketing and event management company. Manchak, 25, was hired as a manager at Korff a month before earning his master’s. Manchak was awarded the Allie Sherman Sports Business Leadership Award last year.



### Till Wirth

When Till Wirth came to the United States for the NYU-SCPS M.S. in Publishing program, he’d already managed his family’s

small publishing house in Germany. “The fact that I learned a great deal speaks to the program’s value,” he says. The program’s biggest plus was its faculty of high-ranking industry professionals, he says. “One day we’d read about someone’s new project in the news. The next day, that same person was giving a guest lecture.”

Wirth, winner of the program’s 2008 Excellence in Achievement Award in Book Publishing, created a customized travel book concept for his master’s thesis. “Today I’m at Random House, doing online media and marketing,” he says. It’s an opportunity he credits to the program at NYU-SCPS.



### Lisa Zheng

Shifting from corporate finance at Citigroup to planning real estate development for the City of New York seems like a leap—but for Lisa

Zheng, it was a smooth transition, thanks to the M.S. in Real Estate program at the NYU Schack Institute of Real Estate.

“After four months I quit work to study full-time,” says Zheng. Her *Risk and Portfolio Management* course took her to Amsterdam, while her *Seminar in Community Development* class designed a mixed-use project in Newark. Along the way Zheng created a peer mentoring program, which earned her the Institute’s Lambda Alpha Distinguished Service Award. Mid-degree, she landed an internship at a local development corporation, which led to a job offer at New York City’s Economic Development Corporation, where she started prior to graduation in 2007.

### On the Web

For more information on NYU-SCPS alumni and current students, visit:

[www.scps.nyu.edu](http://www.scps.nyu.edu)

## AROUND NYU-SCPS: NEWS AND EVENTS



*NYU-SCPS Dialogues on Law, Society, and the Future Director Arthur Miller leads panelists in debate about performance-enhancing drugs in sports at Cal Ramsey Lecture in February.*

### Panel Discussion Explores Fairness of Steroids in Sports

In February, the ninth annual Cal Ramsey Distinguished Lecture Series, hosted by the NYU Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, featured an expert panel discussion entitled “Performance-Enhancing Drugs and Sports: Illegal, Immoral, Unfair?” that was moderated by Arthur Miller, NYU University Professor and Director of Dialogues on Law, Society, and the Future at NYU-SCPS. The lively and at times argumentative discussion was spurred on by Miller in the Socratic Dialogue (and sometimes provocative) style he popularized on the PBS Fred Friendly

seminar series. Accordingly, even if no consensus was reached about how to regulate performance-enhancing drugs in sports, ethical inconsistencies were challenged, points of view were clarified, and complexities revealed.

Among the panelists were NYU President John Sexton; Michael Cramer, former president of the Texas Rangers (1998–2004) and now clinical assistant professor, NYU Tisch Center; Dr. Gary Wadler, World Anti-Doping Agency subcommittee chair and clinical associate professor, NYU Medical School; Dan Duquette, former general manager of the Montreal Expos and Boston Red Sox; NYU Tisch Center adjunct and alumna Johann Wagner; as well as former athletes, sports commentators, and legal scholars. ♦

#### On the Web

To view the video of the panel discussion, visit:

[www.scps.nyu.edu/cal-ramsey](http://www.scps.nyu.edu/cal-ramsey)



### Teaching Robots to See

NYU Professor Yann LeCun—an expert in computational neuroscience and learning-based image understanding techniques, among other areas—discussed the exciting new frontier of mobile robotics and the real-world implications for security and surveillance, industry, and human-computer interaction at “Teaching Robots to See” this March. The presentation was part of an ongoing lecture series by NYU science faculty working on the frontiers of contemporary science, cohosted by NYU-SCPS and the New York Academy of Sciences, along with the NYU Office of the Dean of Sciences. ♦



### World Wide Rave

Author David Meerman Scott launched his new book, *World Wide Rave* (Wiley 2009), at NYU’s Kimmel Center to a full room of marketers from the corporate world, academia, and the nonprofit sector. Hosted by the NYU-SCPS Marketing and Public Relations Continuing Education Program within the Division of Programs in Business, the author revealed exciting and powerful ways to build a giant audience from scratch by harnessing the power of social media. ♦

### Heyman Conference

The NYU George H. Heyman, Jr. Center for Philanthropy and Fundraising hosted a three-day conference this past January on global higher education fundraising, with experts such as NYU Heyman Center chair and executive director Naomi Levine, Amnesty International USA director Timothy Higdon, and Community Counselling Service president Robert Kissane. Attendees included more than 30 higher education development officers from around the world. ♦



### 14th Annual REIT Symposium

“Black Swans, Black Holes...and the Light at the End of the Tunnel” was the theme for the 14th annual NYU REIT Symposium in April. Steven Roth of Vornado Realty Trust, Sam Zell of Equity Group Investments, and William L. Mack of AREA Property Partners took part in the “View From 10,000 Feet-Round IV” panel, moderated by Adam O. Emmerich of Wachtell, Lipton, Rosen & Katz. Sponsored by the NYU Schack Institute of Real Estate and the NYU REIT Center, the annual NYU REIT Symposium provides a unique forum for sophisticated, high-level discussion and has become a must-attend industry event. ♦



### NYU Media Talk: Tina Brown in Conversation With David Carr

The Daily Beast founder and editor-in-chief Tina Brown spoke with the *New York Times* media columnist David Carr about the publishing industry and its need to adapt in these challenging times at the latest of NYU's Media Talk event series, "Staying Current, Clickable, and Profitable," which took place in February. Sponsored by the Center for Publishing at NYU-SCPS, NYU's Media Talk presents public conversations with media leaders about trends in business from an industry insider's viewpoint. ♦

### New Graduate Certificate in Core Business Competencies

The Division of Programs in Business has launched a new Graduate Certificate in Core Business Competencies, based on the core curriculum of its graduate Management and Systems and Human Resources programs. The program is aimed at mid-career professionals and area specialists in fields such as IT, finance, and marketing and sales, who aspire to higher, broader-based management roles and are seeking to buttress their credentials and increase their marketability in these times of economic uncertainty.

Business strategy is the overarching focus of this graduate certificate. "Change in business strategy requires strategic modifications in organizational structure, and thus human capital management practices and leadership skills are covered," says Divisional Dean Anthony Davidson. "As well, financial skills—such as valuation principles, money and capital markets, performance measurement, and the financial benefits and risks of organizational restructuring—are necessarily taught, because successful business leaders must collaborate with a variety of stakeholders, including boards, shareholders, and equity/financial analysts."

Available on-site and online, the 18-credit curriculum may be completed in two semesters. The program includes five core courses covering business strategy and ethics, finance, human resource management, information technology, and marketing, plus an elective from any of the 14 NYU-SCPS graduate programs. Successful completion of the graduate certificate may be used to satisfy some course requirements for the M.S. in Management and Systems or the M.S. in Human Resource Management and Development. ♦

For more information about NYU-SCPS events, graduate programs, professional certificates, continuing education courses, conferences, or faculty, visit:

[www.scps.nyu.edu](http://www.scps.nyu.edu)

### Schack Institute Goes Green With New Certificate Program

The new Certificate in Sustainable Design, Construction, and Development program, which begins in fall 2009, is yet another offering that keeps the Schack Institute of Real Estate's curriculum current with the industry's needs and the job market's demands.

"Sustainability imposes complex obligations on our industry, but also presents financial opportunities for builders, investors, and managers," says Divisional Dean D. Kenneth Patton. "Our institute created this certificate program to clear a career path to this invaluable field for future real estate practice."

Robert Morgenstern, academic director of continuing education programs, flags the specialty as a current area of opportunity, citing an annual conference on sustainable building technology held in Boston that saw its attendance increase by 30 percent last year.

The certificate is awarded for the successful completion of two required courses, covering the fundamentals of building and maintaining properties in the most environmentally responsible and economically efficient ways, as well as two electives. ♦



### Center for Global Affairs Presents Pivotal Play

The Center for Global Affairs (CGA) at NYU-SCPS and Vital Voices Global Partnership hosted a special performance in March of *SEVEN*, a play based on personal interviews with seven women leaders who fought to bring about progress in their home countries of Russia, Pakistan, Nigeria, Northern Ireland, Afghanistan, Guatemala, and Cambodia. Introduced by fashion designer Diane von Furstenberg, the play was followed by a panel moderated by journalist Tina Brown, featuring four of the women leaders. ♦



### CGA Hosts Pakistan's Ambassador to UN

Alon Ben Meir, a journalist, author, and professor of international relations, hosted His Excellency Abdullah Hussain Haroon, Ambassador of Pakistan to the United States in February, in the latest of the Center for Global Affairs series, "Global Leaders: Conversations with Alon Ben Meir," which focuses on critical global issues. ♦

## Scenarios Initiative Wins Carnegie Grant

*continued from page 1*



CGA Professor  
Michael Oppenheimer.

Corporation grant will develop this project over the next two years—supporting workshops on China, Russia, Turkey, and Ukraine; expanding the participation and range of experts and policymakers; developing a new publication series to provide new insights into forces for change, potential surprises, alternative scenarios, and policy impacts; and creating a new series of briefing packages for dissemination and face-to-face meetings with policymakers and opinion leaders.

For almost four decades, Oppenheimer has provided research, consulting, and policy advice for the U.S. foreign policy and intelligence communities. Through the use of scenarios and alternative analyses—such as those in the CGA Scenarios initiative—policy-makers, he believes, are better able to gain an understanding of a problem, its logic, and alternate policies. Oppenheimer, who has been at CGA for six years, teaches courses relating to U.S. foreign

policy and national security, internal conflict, and international political economy within the M.S. in Global Affairs program.

The first of the Carnegie-funded scenarios workshops is planned for fall 2009, with a focus on relations with China. This country was selected because “it is the next peer competitor to the United States,” explains Oppenheimer. “The Chinese challenge to American power will only be accelerated by the current financial crisis—in part because it was our [the West’s] economic system that failed and in part because China is likely to maintain fairly robust growth and will further strengthen its economic dominance within Asia.” ♦

### On the Web

To learn more about the Center for Global Affairs Scenarios Initiative and to download copies of previous reports on Iraq and Iran, visit

[www.scps.nyu.edu/cga.scenarios.iraq2010](http://www.scps.nyu.edu/cga.scenarios.iraq2010)  
[www.scps.nyu.edu/cga.scenarios.iran2015](http://www.scps.nyu.edu/cga.scenarios.iran2015)

## CADA and Sony Online Mentoring Program

*continued from page 1*

session, the Sony mentor gives an “eCritique,” discussing the student’s work and marking it with a video pen, if necessary, to suggest changes. Between sessions the students and mentors exchange e-mails, under the watchful tutelage of CADA instructors.

NYU-SCPS is one of only 18 schools around the world invited to take part in the Sony Pictures Imageworks Professional Academic Excellence (IPAX) program. Like the other schools—which include MIT, Stanford, and Filmakademie in Baden-Württemberg, Germany—NYU-SCPS had to demonstrate its curriculum’s relevance to Sony’s digital production business.

That was no problem, according to CADA’s director, Michael Hosenfeld, “because we emphasize real-world education. The IPAX program gives us the feedback we need to develop our curriculum and keep up with the high expectations of industry.” The online mentoring began this winter, and Fox and

Costa were selected as the first NYU-SCPS students to participate based on their thesis projects.

Fox, from a Rochester, NY suburb, originally came to NYU to earn a B.F.A. in theater at the Tisch School of the Arts. He acted on and off-Broadway for several years before deciding three years ago to try his hand at animation. “I wanted something else,” he chuckles, “a good, steady job.”

Fox is thrilled with his mentor, Bill Haller, an animation supervisor at Sony Pictures Digital Production. “He works closely with me on everything—setups, camera angles, shots. Everything.”

Costa, a Rhode Island native, came to New York 10 years ago to study illustration but decided to combine her B.F.A. with a certificate to teach art. She landed a job at P.S. 111 in Hell’s Kitchen, where “the principal really liked my idea of teaching students about computers with a focus on art and design.”

Her thesis idea sprang directly from her work in the classroom. Her students, many of them African-American, read interviews recorded by former slaves during the early 1930s, documenting their hardships.



CADA student Cidalia Costa and an image from her thesis project based on African-American slave narratives.

“I found the narratives very compelling,” explains Costa. “So I asked myself, how could I tell their story? I decided to use just lights, objects, and textures—without characters and without animation—to paint a picture in people’s minds.”

Costa’s mentor, Joe Dicesarae, a Sony senior digital artist and matte painter, proved to be a perfect fit. “He does every day what I’d like to be doing,” Costa notes.

At the end of the semester when Fox and Costa expect to graduate, their completed projects will be on display, along with those of their CADA classmates, at a showcase for industry pros.

And then? “I’ve started building a list of studios and production places where I’d like to work,” says Costa.

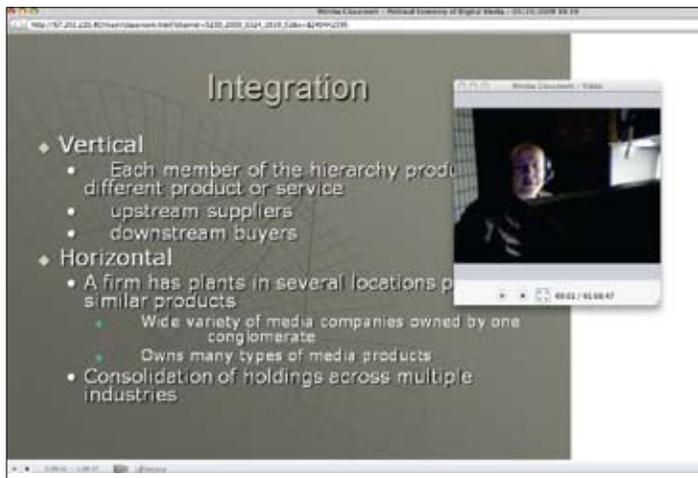
Fox has done so, too. “I’ll put together my reel and look for a job, hopefully as a character animator here in the city,” he says. “There’s lots of work here.”

And it’s a lot closer than Mars. ♦



CADA student Ben Fox and an image from his thesis project.

## McGhee Finds New Classrooms for Its Students—in Cyberspace



McGhee Master Teacher Anthony Pennings [in screen] conducting an online session of his *Political Economy of Digital Media* course, one of the hybrid formatted classes begun this spring.

The NYU Paul McGhee Division continually re-evaluates how its services and programs are addressing the challenges faced by adult students working toward an undergraduate degree.

“All too often, life gets in the way of educational plans,” Divisional Dean Susan Kinsey observes. “Students are working; they have family responsibilities. Issues sneak up, and the result is what we call a ‘stop out’—meaning many students take time off from their studies because they don’t have the time to come to class.”

To that end, the division has developed, for example, different course formats to fit its students’ demanding schedules, such as expanding Saturday classes and one-week to ten-day intensives. Expanding online is the next, natural step.

### New Online Formats

“We started this spring,” Kinsey says, “with eight blended, hybrid formatted courses—a combination of synchronous, asynchronous, and face-to-face sessions within the same course. And that’s just the beginning.”

Synchronous means students take part in a virtual class, all sitting at their computers at a pre-established time. In an asynchronous session, they work more independently, logging on when it is convenient for them. Student-teacher and student-student interactions take place frequently, but not on a fixed schedule.

“The online student must be highly engaged and motivated,” says McGhee Master Teacher Lynne Davidson. “I stress the importance of accountability to the team, discipline, and ownership of ‘their’ course.” Successful online asynchronous courses, she says, require assignments with high-level content that emphasize theoretical and analytical reasoning and instructors who are master facilitators to engage students individually and with one another in virtual teams.

### Hybrid Format

This spring, Master Teacher Anthony Pennings taught his *Political Economy of Digital Media* course—part of McGhee’s B.S. in Digital Communications and Media program—in the hybrid format, with half the class sessions online and the other half on-site.

“The online sessions are primarily synchronous, using a video/audio conferencing facility with a concurrent online chat that I call a ‘polylogue,’ which fosters real-time feedback and conversation in the online environment,” explains Pennings. As part of the online curriculum, his 18 students must track and blog about two media companies throughout the semester and then, working in groups, write in-depth industry reports using online collaborative tools, such as a wiki.

“In the classroom,” Pennings continues, “I use the Socratic method of posing questions to each student, to encourage participation and conversation. This reinforces the online synchronous lectures as well as the learning that occurs through reading the assigned textbooks—the original, ‘classical’ form of asynchronous learning.”

### Asynchronous Format

Coming on the heels of the several blended online courses offered this spring, McGhee will launch a suite of wholly online asynchronous courses in four concentrations across both bachelor of science and bachelor of arts degree programs—three within the B.S. in Leadership and Management Studies program (International Business, Human Resource Management, and Organizational Management and Development) and one within the B.A. in Social Sciences

program (Organizational Behavior and Communication). By this summer, 25 online courses will be developed, and the first 14 will be open for enrollment in the fall 2009 semester.

Beyond expanding format options for current McGhee students, the asynchronous design of the courses promises to open up the geographic boundaries for who can study at McGhee, and from where. To accommodate the possibilities, McGhee is working hard to ensure that the full range of NYU student services, enjoyed by local students, is available at a distance.

“We’re going to provide distance students with such critical things as an NYU ID card, online library access, counseling and career services, and student medical coverage good anywhere in the United States,” says Kinsey. “The goal is that all McGhee students—whether in or out of New York—feel and, in fact, are part of the NYU community.” ♦

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**“The goal is that all McGhee students—whether in or out of New York—feel and, in fact, are part of the NYU community,” says Susan Kinsey, Divisional Dean of the Paul McGhee Division.**

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## 2009 NYU-SCPS Convocation Speakers

The Honorable Cory A. Booker, the Mayor of Newark, NJ will speak at the 2009 NYU-SCPS Convocation for Graduate Students being held Monday, May 11, at the Grand Hyatt Hotel in midtown Manhattan. Janet Robinson, president and chief executive officer of The New York Times Company, will address the School's Convocation for Undergraduate Students the same day.



**Cory Booker** assumed office as mayor of New Jersey's largest city on July 1, 2006, following a sweeping electoral victory. Now midway through his first term, Mayor Booker and his administration can claim some notable achievements.

In 2008, Newark led the nation among large cities for reductions in shootings and murders, achieving decreases of more than 40 percent in both categories. A radical transformation of the police department and the deployment of more than 100 surveillance cameras throughout the city have led to Newark's setting the nationwide pace for crime reduction. Newark also has committed to a \$40 million transformation of the city's parks and playgrounds through a ground-breaking public-private partnership.

Mayor Booker's political career began in 1998, after serving as staff attorney for the Urban Justice Center in Newark. He rose to prominence as Newark's Central Ward Councilman, serving from 1998–2002, and earned a reputation as a leader with innovative ideas and bold actions, from increasing security in public housing to building new playgrounds. Mayor Booker received his B.A. and M.A. from Stanford University, a B.A. in Modern History from Oxford University as a Rhodes Scholar, and completed his law degree at Yale University.



Since December 2004, **Janet L. Robinson** has led The New York Times Company. Responsible for overseeing and coordinating all of the company's operations and business units, Robinson has directed the acceleration of advertising and circulation revenue growth at all properties and the improvement in profit margins through expense

controls, operating efficiencies, and pricing initiatives. She has supervised the completion of the conversion to color and section expansion, the creation and implementation of the newspaper's national expansion, and the transition from an era of print journalism to the distribution of news and information in an increasing array of new media.

Before assuming her current position, Robinson served as chief operating officer, executive vice president, and senior vice president of newspaper operations for The New York Times Company, and president and general manager of the *New York Times* newspaper.

Robinson received a B.A. degree in English from Salve Regina College, Newport, RI, where she graduated cum laude in 1972. She was presented with an honorary doctorate of business administration degree from Salve Regina University in May 1998.



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