

# NYU SCPS NEWS

SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Volume V, Issue 1 Spring 2012

## 2012 NYU-SCPS Convocation Student Speakers



**UNDERGRADUATE:** Andrew Yearde—*B.A. in Social Sciences*

Andrew Yearde will earn a Bachelor of Arts in Social Sciences with a concentration in Economics from the NYU-SCPS Paul McGhee Division. Prior to discovering a passion for economics, he was a leadership and management studies major.

Yearde has held senior-level positions in treasury, securitization, and inventory control with leading firms such as Barclays Capital PLC, J.P. Morgan, and Citibank. Currently, Yearde specializes in loss prevention at Amazon.com. He is a McGhee Scholar and a member of Alpha Sigma Lambda, the adult student honor society. Yearde's

community involvement includes early childhood education and autism. His senior thesis is in the area of health care cost policy.

After graduation, Yearde will enjoy the summer break and will evaluate his career and academic options in the subsequent months. His graduate academic interests include economics, financial engineering, and business administration.



**GRADUATE:** Shannon Shae Spalten—*M.S. in Sports Business*

Shannon Shae Spalten is graduating from the NYU-SCPS Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management with a Master of Science in Sports Business.

For the last two years, Spalten has operated her own consulting practice specializing in corporate relationship development and management within professional sports. She also worked with the New York Giants designing, developing, and actualizing comprehensive premium services programs that provide a variety of experiential options for season-ticket holders. Prior to launching

her consulting practice, Spalten was a partner and a managing member of a Manhattan-based commercial real estate development firm.

Spalten completed her thesis, "The 2011 NFL Labor Dispute: A Study of Organizational Effectiveness in the Evolution of America's Game," spearheaded a consulting project for Madison Square Garden examining "Best Practices in Social Media," and directed an internship project with NFL expert Michael Lombardi and NFL Films that entailed conducting research for a documentary film about legendary NFL coaches Bill Walsh and Bill Belichick.

Spalten also was the president of the NYU Graduate Sports Business Society, a student-run organization with a mission to provide educational, professional, philanthropic, and social opportunities for students. In addition to being selected as the 2012 NYU-SCPS Convocation graduate student speaker, she has won numerous awards and scholarships, including The Allie Sherman Sports Business Leadership Award and the NYC & Company Foundation Leadership Scholarship. Spalten earned a Bachelor of Science in Kinesiology and Biomechanics from The University of Arizona. ♦

## Former Editor of *Crain's New York Business* Speaks at Convocation

Journalist and educator Greg David is the keynote speaker for the NYU School of Continuing and Professional Studies (NYU-SCPS) graduate and undergraduate Convocation ceremonies, which will take place on May 14.



David served as editor and editorial director of *Crain's New York Business* over a 25-year period, later assuming the position of director of the business and economics reporting program at the

Graduate School of Journalism of the City University of New York. He continues to write a weekly print column and a daily blog, "Greg David on New York," for *Crain's*. In addition, he makes frequent guest appearances on WCBS Newsradio 880, WNYC's *Financial 411*, WNBC-TV, and other media outlets. He has won numerous awards, as an individual and as a team member, for his reporting and editing. His new book, *Modern New York: The Life and Economics of a City* (Palgrave Macmillan, 2012), is an economic history of New York City that explores its financial ups and downs over the last half century and delineates how Wall Street and the policies of the City's former and current mayors have played key roles in its development.

"We are delighted to have Greg David as our Convocation speaker. His research and insights about New York City will have special significance for our graduates. They will appreciate the quality of his work and will enjoy the way in which they can relate his deep understanding of this city to the NYU-SCPS fields of study," commented Bjorn Hanson, NYU-SCPS co-interim dean; and divisional dean, clinical professor, and HVS chair of the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

"Greg David's award-winning journalism has provided a revelatory view of this great City in which we learn, live, and work," said Dennis Di Lorenzo, NYU-SCPS co-interim dean and vice dean. "Much like NYU-SCPS, he is truly 'in and of the City.'" ♦

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## On the Web

For more information about NYU-SCPS events, undergraduate and graduate programs, certificates, noncredit offerings, conferences, and faculty members, visit:

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

## A Message from the NYU-SCPS Co-Interim Deans

As we look back at one of the most eventful and progressive years in the School's history, we also can look forward with great optimism. The academic year began auspiciously, with the opening of our new campus home at 7 East 12th Street. This retrofitted facility's resources and services are now available to NYU-SCPS undergraduate and graduate students, the School's noncredit students who are enrolled in more than 1,500 continuing education courses and certificate programs, as well as students from across the NYU community.

The School continues to increase its online programs, with new offerings on the credit and noncredit sides. Our current online roster includes more than 100 noncredit courses ranging from *Appraising Fine and Rare Wine* to *Web Analytics*; half a dozen noncredit certificate programs; an undergraduate degree program in Leadership and Management Studies; a dual degree in Human Resource Management and Development; graduate degree programs in Human Resource Management and Development, Management and Systems, and Translation; and graduate certificates.

Interest in the School continued to grow, with increased enrollments in the undergraduate and graduate credit areas. The Paul McGhee Division saw a 20 percent increase in applications for the fall, and graduate applications rose by 11 percent during that period. Of particular significance was the large number of students from Asia, Latin America, and Europe, who are choosing to study in New York and to enroll in our professionally oriented programs.

Our current students are enthusiastic, well accomplished, and full of new ideas; our dedicated faculty members continue to impart their knowledge, preparing new and seasoned professionals for the challenges that lie ahead; and our alumni base continues to grow and to expand around the world, a testament to the global appeal of professionally focused education that is grounded in both theory and practice.

In closing, we wish to heartily congratulate the 325 undergraduates and 828 graduates earning their degrees or certificates this May. We urge them to remain active in the School's alumni network, and to take advantage of all it has to offer. As one life chapter closes and another one opens, we celebrate their achievements and look forward to sharing in more of them during the coming years.



**Dennis Di Lorenzo**  
co-interim dean and  
vice dean, NYU-SCPS



**Bjorn Hanson**  
co-interim dean, NYU-SCPS;  
divisional dean, clinical professor,  
and HVS chair, Preston Robert Tisch  
Center for Hospitality, Tourism, and  
Sports Management

## NYU-SCPS Administration

**Dennis Di Lorenzo**, B.A., co-interim dean and vice dean, NYU-SCPS

**Bjorn Hanson**, B.S., M.B.A., Ph.D., co-interim dean, NYU-SCPS; divisional dean, clinical professor, and HVS Chair, Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management

**Anna Condoulis**, B.A., assistant dean, Student Life, Alumni Relations, and Events

**Paola Curcio-Kleinman**, B.F.A., M.F.A., executive director, Office of Strategic Marketing and Communications

**Renée Harris**, B.S., M.S., interim assistant dean, Division of Programs in Business; academic director Marketing, Public Relations, and Leadership and Human Capital Management noncredit programs

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

**Susan Kinsey**, B.A., M.A., Ph.D., divisional dean and clinical professor, Paul McGhee Division and Liberal Studies and Allied Arts

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

**Eugene Murphy**, B.A., M.A., M.Phil., Ph.D., associate dean for academic and student affairs and clinical associate professor of social sciences, NYU-SCPS

**Rosemary Scanlon**, B.A., M.A., divisional dean and clinical associate professor, NYU Schack Institute of Real Estate

## ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Established in 1934, NYU-SCPS ([scps.nyu.edu](http://scps.nyu.edu)) is one of NYU's several degree-granting schools and colleges, each with a unique academic profile. The reputation of NYU-SCPS arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School's diverse graduate, undergraduate, and continuing education programs in fields such as Real Estate and Construction Management; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy and Fundraising; Graphic Communications Media, Publishing, and Digital Arts; Human Capital Management, Marketing, and Public Relations; with complementary strengths in the Liberal and Allied Arts; Translation and Interpreting; Management and Information Technology; and Finance and Taxation.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty and lecturers to create vibrant professional and academic networks that attract nearly 5,000 degree-seeking students from around the globe. In addition, the School fulfills the recurrent continuing higher education needs of local and professional communities, as evidenced by 54,000 annual enrollments in individual courses, specialized certificate programs, conferences, workshops, seminars, and public events. The School's community is enriched by more than 25,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members.

## SCHOLARSHIPS, STUDENTS, ALUMNI

### Tisch Center and Corinthia Hotels Announce Scholarship, Internship, and Management Training Programs

The inaugural Alfred Pisani Corinthia Hotels Scholarship and the Tisch Center/Corinthia Hotels Internship and Management Training Program were formally announced on March 20 at the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

NYU-SCPS Tisch Center Divisional Dean Bjorn Hanson announced the Alfred Pisani Corinthia Hotels Scholarship, established by Corinthia Hotels Founder and Group Chairman Alfred Pisani. Two \$10,000 scholarships will be awarded annually to financially needy and academically deserving undergraduate students who are pursuing degrees in the fields of hotel and tourism management. The inaugural scholars will be selected in May.

“Starting from the small island of Malta, 50 years ago, an island with only 400,000 inhabitants, I would have never assumed or could possibly comprehend that the Corinthia brand would someday be connected with one of the world’s greatest universities, NYU,” said Pisani. “I give you my personal commitment that we will grow our relationship in a manner that both of our great brands, and the people we serve, will be proud of.”

Divisional Dean Hanson introduced the first Tisch Center/Corinthia Hotels interns. Four students—Genevieve Arnold, Phillip Rogers, Christiana Vasilas, and Julia Zolotarev—will intern for eight weeks in Corinthia Hotels in Malta, London, Lisbon, and Budapest, respectively, during Summer 2012. A fifth student, Joanna Buiza, will spend her summer internship working at Corinthia Hotels’ corporate headquarters in Malta.

“The Corinthia program we are announcing today is a reflection of Mr. Pisani’s personal commitment to bright, optimistic, motivated young men and women, and to not only generously supporting the cost of their education, but to providing international



The first Tisch Center/Corinthia Hotels interns were announced at a ceremony on March 20. The interns, Phillip Rogers (third from left), Joanna Buiza (fourth from left), Christiana Vasilas (fourth from right) and Genevieve Arnold (second from right), were introduced by Tisch Center Divisional Dean Bjorn Hanson (far right) and Corinthia Hotels Founder and Group Chairman Alfred Pisani (third from right). They were accompanied by Corinthia Hotel London General Manager Matthew Dixon (far left) and Professor Donna Quadri-Felitti. Photo Credit: Bill Cancellare

internships that will be lifelong, memorable, and valuable personal and professional experiences,” said Hanson, who also is co-interim dean of NYU-SCPS. “The program announced today includes two significant scholarships, and a future phase includes a one-year executive development program with Corinthia for a Tisch Center graduate.”

“I am pleased to add my thank you to Chairman Pisani and to Corinthia for this wonderful combination of scholarships and experiences for Tisch Center students,” said Jonathan M. Tisch, chairman of Loews Hotels, and co-chairman of the Board and Office of the President of Loews Corporation. ♦

### CGA Student Wins Brussels Forum Young Writer Award



Photo Credit:  
Teresa Cantero

John Schellhase (left), a second-semester student in the M.S. in Global Affairs, has won this year’s prestigious Brussels Forum Young Writer Award. He shares the Award with his co-author, Thomas Gietzen, a master’s student in economics at Universität St. Gallen, Switzerland. Sponsored by the German Marshall Fund, the Brussels Forum Young Writer Award requires a team of one North American and one European to co-author a single paper on the future of the transatlantic partnership.

Their paper, “Rebuilding Together: The Renewal of Transatlantic Leadership in the Global Economy,” focuses on ways the U.S. and the EU can emerge from their separate crises by working to solve their larger, shared crisis together. The co-authors will split a €5,000 prize. They were flown to Belgium in March to attend this year’s Brussels Forum, a gathering of high-level officials, journalists, and scholars from around the world. Their paper will soon be published. ♦

### Alumni: Stay Connected to the NYU-SCPS Community

The NYU-SCPS Office of Alumni Relations invites you to participate in our growing, worldwide alumni community. You can discover opportunities to reconnect with former classmates and faculty mentors, forge new affiliations, access timely information about your field of study and areas of academic and professional interest, further your career development, and meet current students and faculty members.

We invite you to stay in touch, participate in our events, and take advantage of the many benefits NYU-SCPS offers to alumni, such as invitations to events and the monthly NYU-SCPS networking socials, held the last Tuesday of the month (except July, August, and December), 6–8 p.m. at the NYU Torch Club.

To continue to receive the latest information, be sure to update your contact information by e-mailing [scps.alumni@nyu.edu](mailto:scps.alumni@nyu.edu) or by visiting [scps.nyu.edu/alumni](http://scps.nyu.edu/alumni).

## NYU-SCPS ACROSS THE COUNTRY AND AROUND THE WORLD

### GCMT Offers Global Study Week in London



GCMT students and staff members visit Gyro London. From left to right: Linan Wang, Sonia Y. Akhtar, Kaynaz Sarosh Shroff, Michele Jenai Gregory, Daire J. Connery, Eunic M. Ortiz, Sarah Kajani, Joe Gilpin, Jr., Kathryn Klopp, adjunct instructor Marty Maloney, Academic Director Bonnie Blake, Leslie E. Aybar, Jean Lai, Romina Algazi, Jennifer P. Nay, Yaina Chimelis, Tiffany L. Winbush, Darin A. Dolfi, Assistant Director Ansley Dunn. Photo Credit: Linan Wang

How did Graphic Communications Management and Technology (GCMT) students learn more about global media markets during the 2012 spring break? They spent a week in London meeting top industry leaders and exploring the city's media market.

Sixteen GCMT students enrolled in *Emerging Topics: Exploring the Media Landscape* in the UK and Europe, offered as part of the GCMT master's degree program.

Media and industry expert Marty Maloney, a GCMT faculty and Advisory Board member, guided the students through the experience, exploring connections and contrasts between British and American media markets. Examining London's media industry emphasized the essential need for global adaptation in media work dependent upon a variety of skills and a comprehensive understanding of diverse markets.

"Gaining perspective on a new global market by being there made all the difference," said Bonnie Blake, academic director of the M.A. in Graphic Communications Management and Technology. "This is an integral part of our students' education and their future careers as global managers and leaders in media and communications."

Seven sessions had been held in New York during January and February to build a foundational understanding of the British and European media landscape. GCMT Advisory Board members arranged seven additional events hosted by leaders at media locations across London. Immediate

Media (BBC) and Tag gave a world-perspective and targeted view of the media landscape in London and the UK. Hearst Magazines World Headquarters in New York organized a meeting with the CEO of Hearst's European operation. NatMag's Heidelberg demonstrated new graphic communications technology for 2012. Diversified Global Graphics Group (DG3) explained how CEOs handle mergers and acquisitions differently in London. Ogilvy & Mather Advertising shared an overview of marketing and sponsorships at the Summer Olympics. Gyro Advertising New York offered students the chance to present a new business pitch to the Gyro London team for Virgin Atlantic.

"Our students wouldn't have had this first-hand experience with global industry leaders without the strong support of our Advisory Board," said Ansley Dunn, GCMT's assistant director. "They are incredible."

"The time spent with media leaders in London was one of the best things I have done at NYU-SCPS," asserted student Daire J. Connery. "It was a game-changing week for me personally in terms of contacts and information gathered. It was a very intense week and worth every minute." ♦

#### More Information

For more information about the M.A. in Graphic Communications Management and Technology, call **212-998-7100** or visit:

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

### New M.S. in Translation with a Chinese to English Study Option

Beginning in Fall 2012, NYU-SCPS will offer a Master of Science in Translation, with a Chinese to English study option. The launch of the new degree serves to acknowledge China's growing economic and political prominence and addresses the demand for commercial and technical translators in that country, the U.S., and around the globe.

Taught by an international faculty of outstanding and accomplished translators and scholars who incorporate their applied professional expertise into a curriculum rooted in translation theory and linguistic analysis, the M.S. in Translation is designed to reflect high academic standards, pragmatism, and a philosophy that is sensitive to, and grounded in, the real-world contexts and pressures in which practicing professional translators must function.

"China's growth has created a tremendous demand for able Chinese to English translators, but the speed of that growth also has created a gap in the supply of such translators," said Milena Savova, Ph.D., director of the M.S. in Translation and the Department of Foreign Languages, Translation, and Interpreting at NYU-SCPS. "This degree will meet that need with a rigorous program that provides the skills necessary for effective business communication."

The 36-credit curriculum will consist of four areas of study that will provide students with a well-rounded understanding of the theory and the application of Chinese to English translation. They include: theory (nine credits); subject matter (six credits); translation (18 credits); and a capstone project (three credits).

Most of the classes will be offered onsite, in New York City, with a few to be made available online. The capstone project may be defended either at an NYU-SCPS location in New York City or online in real time. ♦



Russians rally in opposition to the presidential election results.  
Photo Credit: Mark Galeotti

## Center for Global Affairs' Mark Galeotti Travels to Moscow for Presidential Election

Mark Galeotti, academic chair and clinical professor for the Center for Global Affairs (CGA), visited Moscow February 29–March 6, to gain insight on the Russian presidential election and to conduct research on his next two books: one on Russian organized crime and one on Russian security forces. Galeotti also met with representatives of Russian higher education institutions to explore the potential for a study abroad option for CGA students.

In addition, Galeotti took the opportunity to build new media relations and to deepen existing ones. In Moscow, he met with a number of journalists, including Tim Wall (editor-in-chief, *The Moscow News*), Kathy Lally and Will Englund (*The Washington Post*), Shaun Walker (*The Independent*, UK), Daniel Sandford (*BBC*), and several Russian-language journalists. He also was interviewed live for *Ebru Today TV*, as well as for a future *BBC* documentary, and was quoted in *The Washington Post*, *The Moscow News*, RFE/RL's *The Power Vertical*, *The Big Think*, and various Russian news sources. Several posts about the elections on his blog, *In Moscow's Shadows*, elicited comments from around the world. ♦

## Students Visit Haiti Reconstruction Project

During spring break, NYU Schack Institute of Real Estate graduate students joined students from the NYU Robert F. Wagner School of Public Service on a visit to the site of a new orphanage in Jacmel, Haiti. The team is providing planning and technical assistance for its reconstruction in the wake of the 2010 earthquake. Participants included, from left to right: Chanel Cathey (Wagner), Andrew Murphy (NYU Schack), Meekaelle Joseph (Wagner), Tucker Reed (NYU Schack), Kimisha Sellers (Wagner), Brian Halusan (NYU Schack alumnus), Emily Hunter (NYU Schack), and Tiffany Dang (NYU Schack). The group was led by NYU Schack Clinical Assistant Professor Corinne Packard (third from right). ♦ Photo Credit: Emily Hunter



## Tisch Center Students Attend the SABR Analytics Conference



Students Britney Messier, Steve Delianites, Orin Wexler, Peter Liubicich, and Ricky Benichak, and Professor Wayne McDonnell (center), on the field of Goodyear Ballpark in AZ. Photo Credit: Matt Slatius

This past March, accompanied by Wayne McDonnell, clinical associate professor of sports management, five students in the M.S. in Sports Business program at the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management attended the first annual Society for American Baseball Research's (SABR) Analytics Conference, sponsored by *Bloomberg Sports* and Major League Baseball in Phoenix, AZ. Over the course of three days, the students participated in numerous lectures and were exposed to

case analyses on baseball analytics, scouting, and technological advancements in player development. They networked with several executives and owners from ball clubs such as the Cleveland Indians, the Chicago Cubs, and the Arizona Diamondbacks, to name a few.

In addition to attending the Conference, the students participated in a case competition that focused on their vast knowledge of the business of baseball and statistical analysis. Prior to the trip, they met weekly for three months, studying and analyzing various sports-related formulas and calculations. Just before the Conference was about to begin, a case was assigned to the students, and they spent four days preparing a quantitative presentation on the Washington Nationals. The students presented their findings to a panel that consisted of team executives from the Colorado Rockies and the Cleveland Indians.

In their spare time during the Conference, the students visited three spring training facilities and networked with industry executives from the Oakland Athletics and with alumnus Matt Slatius, ballpark coordinator, Goodyear Ballpark.

During the trip, the students earned high praise from several noteworthy baseball executives, writers, and consultants. SABR President Vince Gennaro was thoroughly impressed with how they competed and with their overall maturity. Without question, the students from the Tisch Center left a lasting impression at the Conference. ♦

## WHAT'S HAPPENING

### NYU-SCPS to Offer More than 1,500 Noncredit Courses and 70 Intensives this Summer

More than 1,500 noncredit online and onsite courses and certificates are being offered this summer at NYU-SCPS, taught by top industry professionals. There are also institutes in global affairs, publishing, and taxation, as well as travel programs in: *U.N. in Geneva*; *East Africa Field Study* in Kenya and Tanzania; *Modern British Drama in London*; and *Oxford University Study Program—Footsteps to the Past*, consisting of one week each of *Jane Austen's Regency England* and *Elizabeth and Her Courtiers*.

The summer session also boasts more than 70 intensive programs. These programs range in duration from one week to 12 weeks. A wide array of summer intensive courses and programs are available during the day, evening, and weekends. They include courses in: information technology; digital design and film; foreign

languages; leadership, entrepreneurship, and management; marketing; global affairs; philanthropy and fundraising; architecture, engineering and construction; real estate; and writing and speech.

Session I classes run from May 21 to June 29, and Session II courses run from July 2 to August 10. ♦

#### More Information

For more information on noncredit summer courses, certificates, and intensives, call 212-998-7150.

Registering online is quick and easy:

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



Smart phone users can visit our website by scanning in the QR code.

### CADA to Offer Graduate Degree in Advanced Digital Applications

The Center for Advanced Digital Applications (CADA) will offer an M.S. in Advanced Digital Applications beginning in Fall 2012.

Responding to rapid advances in technologies, the new degree will combine the artistic and technical training needed for industries that require transmedia storytelling skills. They include game design for both entertainment and education, e-publishing, 3D modeling and animation, and industrial and product design, among others.

“This program brings high-end, interactive 3D graphics to a traditional, 2D graphic environment,” said Patricia Heard-Greene, academic director of CADA. “It also provides students with the multidisciplinary technical skills and the strong sense of historical and contextual design knowledge that employers often find lacking in graduates of other programs.”

Students enrolled in the 42-credit M.S. need to complete a 15-credit core curriculum, in addition to two prerequisites.

The core consists of: *Visual Communication*; *Animation Concepts*; *Media Production Design*; *PhotoRealistic Lighting and Rendering*; and *Modeling, Optimization, and Rapid Prototyping*.

Following completion of the core, students choose one of two professional concentrations: either Multiplatform Digital Media and Entertainment or Live-Action Visual Effects and 3D Integration. ♦



Tehmina Beg

## Dorothy Durkin Torch Circle Provides Valuable Benefits for NYU-SCPS Noncredit Students



Most people are familiar with frequent flyer rewards, a free latté after 10 punches on a coffee card, and member discounts with your favorite online bookstore. NYU-SCPS has its own version of a rewards program for students who frequent its classrooms: the NYU-SCPS Dorothy Durkin Torch Circle.

Any student who has enrolled in five or more courses in the last six semesters is automatically part of the Torch Circle, which offers benefits such as course discounts; one-on-one meetings with career counselors; a complementary Career, Education, and Life Planning course; and invitations to special NYU-SCPS events.

The program was named in memory of the late Associate Dean of Strategic Development and Marketing Dorothy Durkin (1945–2011), who believed in the power of connecting with students at every level: listening to their needs, responding with programs that

helped them achieve career and personal goals, and ultimately rewarding them for their loyalty to the School.

Jimmy Wong (pictured left) qualified for the Torch Circle designation by completing two noncredit certificates—one in Marketing and another in Management Practices—and taking a course in Project Management. “I enrolled in the NYU-SCPS certificate programs to supplement my work experience and to expand my general business knowledge base. I was immediately able to take the information I learned in the classroom and apply it on the job.”

Because of Wong’s Torch Circle status, he was able to benefit from free private career strategy sessions, which happened to coincide with his applying to graduate school. “I really believe that my acceptances were in large part helped by the feedback of my NYU-SCPS personal career coach. The sessions with him proved to be an incredibly value-added perk,” Wong noted. “The Torch Circle discount was another big benefit. It made my studies much more affordable.” Torch Circle participants receive a 15 percent discount on eligible noncredit courses.

Wong, who holds a B.A. in Cognitive Science from Johns Hopkins University, admits that he didn’t have a clear career path when he graduated from college. He landed a job as a research analyst at Alvanon, a global company that develops shape- and sizing-related tools, where he serves as a consultant to many of the world’s clothing and apparel brands. He was recently promoted and also was accepted into the M.B.A. programs at Georgetown University and University of Washington. “My time at NYU-SCPS allowed me to gain valuable credentials and sound advice that have helped me to advance both personally and professionally,” he concluded. ♦

## Newly Implemented Backend System for Noncredit Programs to Transform Business Operations and CRM

In January 2012, NYU-SCPS announced that it had contracted with a new vendor to transform its legacy business systems in an effort to enhance the student enrollment experience and to improve academic planning operations for its noncredit programs. Specialized software will allow NYU-SCPS to meet the growing educational needs of noncredit students throughout the New York metropolitan area, across the country, and around the globe.

Prior to selecting the new system, NYU-SCPS was using disparate systems for noncredit programs in the areas of enrollment, registration, marketing, and administrative management. Now, NYU-SCPS members of the noncredit academic units and the enrollment management and marketing teams will be able to work on the same platform, ensuring planning flexibility and a more robust customer relationship management experience.

Deployed through a fully managed, enterprise-level hosting environment, NYU-SCPS has implemented the system to manage the individual identities and program offerings for more than 1,500 noncredit courses and certificates. The new system will provide the School with a collaborative curriculum development

environment to accelerate course and program creation, automate scheduling and publishing, and streamline instructor contract and student wait-list management. NYU-SCPS will extend the deployment to marketing, enrollment, and administration in 2013.

Many departments played a vital role in the selection and the implementation of the system, including Budgets and Finance, Information and Technology, Institutional Research and Analytics, Noncredit Student Services, Strategic Marketing and Communications, and the Office of the Vice Dean. In addition, several colleagues from continuing education institutions across the country were helpful in providing insight into their respective experiences in selecting the right vendor for the job. ♦

### On the Web

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

# Convocation by the Numbers

## GRADUATE

### Degrees and Certificates Conferred by the Graduate Divisions

#### Master Degrees

Construction Management	30
Digital Imaging and Design	27
Fundraising	10
Global Affairs	140
Graphic Communications Management and Technology	36
Hospitality Industry Studies	22
Human Resource Management and Development	81
Integrated Marketing	54
Management and Systems	53
Public Relations and Corporate Communication	76
Publishing	40
Real Estate	157
Real Estate Development	23
Sports Business	27
Tourism Management	7

**TOTAL Master Degrees** **783**

#### Graduate Certificates

Construction	2
Core Business Competencies	1
Enterprise Risk Management	4
Hospitality Industry Studies	6
Human Resource Management	7
Information Technologies	4
Real Estate	11
Sports Business	3
Strategy and Leadership	4
Tourism Management	3

**TOTAL Graduate Certificates** **45**

**TOTAL GRADUATE** **828**

## UNDERGRADUATE

### Degrees Conferred by the Paul McGhee Division

#### Associate in Arts and Associate in Applied Science

Associate in Arts in Liberal Arts	13
Associate in Applied Science in Business	8
Associate in Applied Science in Diagnostic Medical Sonography	11
Associate in Applied Science in Health Administration	1

#### Bachelor of Arts in Social Sciences

Economics	19
History	6
International Studies	11
Media Studies	7
Organizational Behavior and Communication	19
Politics	7
Psychology	26
Sociology	7

#### Bachelor of Arts in Humanities

Art History	2
Creative Writing	10
Literature	2

#### Bachelor of Science in Digital Communications and Media

17

#### Bachelor of Science in Healthcare Management

7

#### Bachelor of Science in Information Systems Management

12

#### Bachelor of Science in Leadership and Management Studies

46

#### Bachelor of Science in Real Estate

9

**TOTAL Associate Degrees**

**33**

**TOTAL Bachelor Degrees**

**207**

### Degrees Conferred by the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management

B.S. in Hotel and Tourism Management	59
B.S. in Sports Management (formerly the B.S. in Sports Management and Leisure Studies)	26

**TOTAL Bachelor Degrees**

**85**

**TOTAL UNDERGRADUATE**

**325**





## 2012 NYU-SCPS Convocation Award Recipients and Flag Bearers

### M.A. in Graphic Communications Management and Technology (GCMT)

#### Flag Bearer

##### Joseph W. Gilpin Jr.

Joseph Gilpin Jr. is the president of the Graphic Communications Management Association Student Club. GCMT Academic Director Bonnie Blake described Gilpin as “an extraordinary student who represents the talent, intelligence, generosity in spirit, and passion of our master’s program community.” Gilpin is deeply committed to his fellow students, faculty members, alumni, and board. He is a mentor and a role model to children, a trusted leader, and a well-respected media professional who shows great promise personally and professionally.



### The Graphic Communications Management and Technology Leadership Award

##### Eunic M. Ortiz

Eunic Ortiz is an exceptional student who demonstrates her leadership role within NYU-SCPS and throughout the media and communications industry. As vice president of the Graphic Communications Management Association student club, Ortiz contributed heavily to the GCMT program. Her awards include the M.A. in Graphic Communications Management and Technology program Prism Scholarship and the Esperanza Scholarship from the New York Women in Communications Foundation. GCMT Academic Director Bonnie Blake said, “Ortiz is entrepreneurial and a skilled strategist. She is a tribute to our program and to our industry.”

### M.S. in Fundraising and Grantmaking

#### Flag Bearer

##### Akira Johnson Barclay

Akira Barclay has combined part-time studies at the George H. Heyman Center for Philanthropy and Fundraising with a demanding, full-time position in grantmaking and with raising two young children. Despite her busy schedule, Barclay has been among the most serious and proficient students in the M.S. in Fundraising and Grantmaking and has contributed to important discourse within and outside the classroom. She served as marketing editor of *Philanthropy NYU* and chaired the New York Chapter of Emerging Practitioners in Philanthropy. She also authored articles for *Philanthropy NYU* and the blog *Black Gives Back*.

### The Heyman Center Award for Excellence and Achievement

##### Susanna P. Johnson

Susanna Johnson has distinguished herself in the classroom and as a student leader during her time at the George H. Heyman Center for Philanthropy and Fundraising. In her capacity as president of the Fundraising Student Association and as a member of the editorial board of *Philanthropy NYU*, the Center’s student-run online journal, Johnson effectively collaborated with her peers to offer a diverse array of events, experiences, and publications. She has consistently earned one of the highest GPAs in the master’s degree program and has used her capstone paper as a platform to further her passion for education by developing a strategic fundraising plan for the Meeting Street Academy, a charter school in North Carolina, which has become her personal philanthropic priority.

### M.S. in Global Affairs

#### Flag Bearer

##### Joy Galvez

Joy Galvez demonstrated outstanding commitment to student life by serving as president of the Global Affairs Graduate Society and as student ambassador for the graduate program. During her tenure in these positions, Galvez worked with student groups, individual program candidates, and administrative staff to help facilitate over 20 student events, community service projects, and information sessions for prospective students. In addition to her role in student affairs, she also has been featured in various Center for Global Affairs (CGA) publications for her exemplary onsite

research on Afghan energy security as it relates to international development and peacebuilding.

### The Center for Global Affairs Excellence and Achievement Awards

##### Rorry Daniels

In addition to achieving a perfect 4.0 GPA, Rorry Daniels was a chief member of the student research team involved with the NYU-SCPS Center for Global Affairs Scenarios Initiative. Working with CGA Clinical Professor Michael Oppenheimer, Daniels has devoted much of her extracurricular engagement to helping coordinate region-specific workshops, which brought together Pakistan experts from Asia, Europe, and the U.S. for the Scenarios project. In 2011, she was one of the participants of the NYU team selected to contribute a grand strategy for Russia in the Wikistrat’s International Grand Strategy Competition.

##### Gordon Little

Gordon Little has given admirably of his time as co-leader of the Energy Policy International Club (EPIC) at the NYU-SCPS Center for Global Affairs. In addition to achieving a perfect 4.0 GPA, Little’s work was published in the 2012 International Association for Energy Economics Winter newsletter and has received radio coverage detailing his work with Kopernik, an online marketplace that helps to introduce life-changing technology to the developing world.



### Marisa Tramontano

As a student in the M.S. in Global Affairs (MSGA) program at NYU-SCPS, Marisa Tramontano has maintained a 4.0 GPA and holds the title of co-founder of the Center for Global Affairs' gender working group, Lysistrata. In addition to serving as a student ambassador for the MSGA program, Tramontano also played a key role in forging a partnership with CGA's Women's Initiative to provide scholarships to MSGA students embarking upon research in gender studies. In March 2012, Tramontano was invited by the Quebec Ministry of International Relations to serve as one of eight participants from the United States and Mexico in the third annual Young Leaders Program.

### M.S. in Real Estate

#### Flag Bearer

#### David J. Rosen

Even though he had a demanding internship throughout most of the program of study, David Rosen took to the M.S. in Real Estate program with consistent enthusiasm as shown by his admirable academic record. Rosen also was a student contributor to the first issues of *Premises*, the signature publication of the NYU Schack Institute of Real Estate.

### M.S. in Real Estate Development

#### Flag Bearer

#### Gregory J. Delaine

During his time in the M.S. in Real Estate Development program, Gregory Delaine has participated in numerous NYU Schack Institute of Real Estate activities. He has offered his time and his talent as part of REISA, the Institute's student organization. He was especially lauded by Clinical Assistant Professor Constantine Kontokosta for his efforts, and the Institute is pleased to recognize him.

### M.S. in Digital Imaging and Design

#### Flag Bearer

#### Adia R. Upperman

Adia R. Upperman is an excellent student in addition to being quite active in the community. Upperman serves as secretary for the Center for Advanced Digital Application's (CADA) student club, Digital Artist's Network. She is extremely supportive of her fellow students and is active in attending various industry events. In addition, Upperman has been of great assistance to CADA by working on various projects for the department.

### The Digital Imaging and Design Award for Excellence

#### Christina Mitrotti

During her tenure as a student in the CADA graduate program, Christina Mitrotti excelled in all areas: academics, student community engagement, and professional achievements. Mitrotti has been deeply involved in assisting the department, serving as the project manager and the creative director of the CADA Graduate Showcase for the past two years. In addition, she has collaborated on several Tisch student projects. Her professional achievements include serving as an intern at several prestigious film and post-production companies: lighting and compositing intern at Sony Pictures Imageworks; compositing intern at Framestore; and digital compositing intern at Big Film Design. Her film credits include: *War Horse*, *The Adjustment Bureau*, *Arthur Christmas*, and *Tower Heist*, in addition to several upcoming feature films: *Dark Shadows*, *Man of Steel*, and *Life of Pi*.

### M.S. in Publishing: Digital and Print Media

#### Flag Bearer

#### Sara E. Dayton

As a Phi Beta Kappa graduate of Johns Hopkins University, Sara Dayton came to the M.S. in Publishing: Digital and Print Media program with a background in editing and art history. She interned during her first semester in the program at *Ladies' Home Journal*, where she assisted editors with features for the magazine and wrote articles for the website. She then incorporated her art and publishing knowledge as an intern in the Digital Media department of the Museum of Modern Art, working on their website and apps. Dayton is now a freelance digital media contributor for the Museum. She is a recipient of the Don Gussow Business Publishing Award, the J. Richard Munro Publishing Fellowship, and the Thomson Group Scholarship.

### The Award for Excellence in Book Publishing

#### Kristin Vorce

During her time as a student in the M.S. in Publishing: Digital and Print Media program, Kristin Vorce was promoted from an editorial assistant at John Wiley & Sons to a project editor. She was selected by her publisher to serve on an elite task force to develop a new series based on a bestselling book. In her current role, Vorce manages nonfiction titles, from manuscript to bound book, and works closely with authors and the Wiley publishing team. She has been an officer of the program's Publishing Student Association and was a recipient of the prestigious 2011 Oscar Dystel Fellowship.

### The Award for Excellence in Magazine Publishing

#### Jillian Quintana Gatcheco

As an international student from the Philippines, Jillian Gatcheco enrolled in the M.S. in Publishing: Digital and Print Media program in 2010. She brought with her valuable experience as an online content editor and a freelance writer. Gatcheco worked at the NYU Stern School of Business on the relaunch of its website and as a layout designer for the NYU College of Dentistry's 150th anniversary book project. During her time in the graduate program, she also completed internships at NBC Universal's *iVillage* and at Bonnier Corporation's *workingmother.com*, where she was invited back to serve as interim assistant editor at *Working Mother* magazine. Gatcheco was a recipient of the Thomson Group Scholarship in Spring 2011 and in Fall 2011.

### M.S. in Human Resource Management and Development

### Flag Bearer and NYU Commencement Banner Bearer

#### Dan Zheng

A native of Yuyao, China, Dan Zheng has excelled in her graduate studies in human resource management. Her efforts have resulted in good grades and in a deep appreciation of the ways in which companies in the U.S. are structured and how they operate. She is well-regarded by her classmates and acknowledges the invaluable lessons that she has learned from them. "I met people from a variety of backgrounds and cultures, something that I never would have done had I remained in China," she admitted. Zheng plans to put her degree to work by pursuing her interests in training, development, and recruiting when she returns to China to intern with a media company.



### The Human Resource Academic Excellence Award

#### Rodney C. Hancock

Rodney Hancock has been recognized with the Academic Excellence Award for his studies in human resource development and management. He has earned the highest GPA in the program. This fall, Hancock will pursue a Doctorate of Education in Adult Learning & Leadership at Teachers College, Columbia University. His research will focus on human resource development as it pertains to new advances in adult learning theory and practice.

### The Human Resource Industry Excellence Award

#### Annemarie DiGiacomo

Annemarie DiGiacomo has been honored with the Industry Excellence Award for her service to the Leadership and Human Capital Management Department. She is the current president for the Society for Human Resource Management chapter and has dedicated her time and efforts to the Department and her fellow students.

### M.S. in Integrated Marketing

#### Flag Bearer

#### Pamela Samathivathanachai

Since she enrolled in the M.S. in Integrated Marketing in Fall 2010, Pamela Samathivathanachai has maintained a commendable record of academic achievement. In addition to her classroom studies, she interned at Projeqt, a presentation software company, parlaying the experience into an ongoing freelance marketing management job. Consequently, she secured internships for three of her fellow classmates at Projeqt's parent company, TBWA\Worldwide.

### Integrated Marketing Award for Excellence

#### Farzana Nasser

Farzana Nasser has maintained an impeccable record of academic achievement in the NYU-SCPS M.S. in Integrated Marketing program since she enrolled in Fall 2010. A brand manager at General Mills before returning to school, she interned at digital agency Razorfish and venture capital fund Trigger Media Group, where she will be working as the head of product management after graduation.

### M.S. in Management and Systems

#### NYU Commencement—Graduate Degree Representative

#### Camille Gallo

Camille Gallo's graduate work in the M.S. in Management and Systems program epitomizes the best of academic excellence, social responsibility, entrepreneurship, and innovative thinking. That combination, and her focused drive to succeed, provided the foundation for her to establish a social networking site and support group that targets parents and caregivers of special-needs children. Her unique way of looking at things allowed her to take what she learned in the classroom and bring it to fruition by integrating business, technology, and a passion for social causes. Her ability to use her knowledge, skills, and talents to serve others is an inspiration to her professors and to her fellow classmates.

## The Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management Graduate Awards

### The Ricelle “Bunny” Grossinger Hospitality Award

#### Eric Eduardo Ricaurte—*M.S. in Tourism Management*

Eric Ricaurte is an excellent student with a stellar academic record. His greatest strengths are his entrepreneurial and creative mindset, and his ability to grasp the concepts taught in class and apply them to the real world of tourism. This is evident in the sustainable tourism consulting contracts that Ricaurte has garnered around the world and how quickly he has become recognized for his expertise.

### The Jonathan Tisch Academic Achievement Award

#### Nancy Lynn Huang—*M.S. in Tourism Management*

Nancy Huang has earned the highest GPA in the M.S. in Tourism Management program. In addition to her ability to excel academically, she exhibits strong leadership capabilities and is a stickler for detail. Thoughtful and well-organized, she served as a graduate research assistant to Clinical Professor Fred Mayo for his upcoming book, *Planning and Conducting an Applied Research Project*.

### The Allie Sherman Sports Business Leadership Award

#### Shannon Shae Spalten—*M.S. in Sports Business (Graduate Convocation Speaker)* See page 1 for bio.

## The Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management Undergraduate Awards

### The Ricelle “Bunny” Grossinger Hospitality Award

#### Yvette Ly—*B.S. in Hotel and Tourism Management*

Yvette Ly has consistently contributed to NYU, the Tisch Center, and the industry through her active involvement as a leader of the NYU Hospitality Business Society and the Internship & Career Fair. She exhibits the qualities for which the Award's namesake is best known: commitment to excellence and to service. Growing up in the San Francisco kitchens of her Vietnamese immigrant grandmothers, both of whom were restaurateurs, strengthened Ly's belief that “the hospitality gene is something you're born with.” Ly recently accepted a full-time offer with The James New York and looks

forward to staying connected to the Tisch Center as an alumna.

### The Jonathan Tisch Academic Achievement Award

#### Lauren Bosch—*B.S. in Hotel and Tourism Management*

Lauren Bosch has earned the highest GPA in the B.S. in Hotel and Tourism Management. Additionally, Bosch has exemplary leadership qualities and has shown dedication and service to the industry and the community. She is greatly admired and respected by her professors and her fellow classmates. In addition to her academic achievements, Bosch served as president of the NYU Hospitality Business Society, as a resident assistant, and as an NYU admissions ambassador.

### The Allie Sherman Sports Business Leadership Award

#### Theodora Berenson—*B.S. in Sports Management*

Theodora Berenson embodies the key criteria of this award which include leadership, academics excellence, entrepreneurship, and service. She has not only excelled in the classroom, but also has been an active participant in several initiatives for the Sports Business Society, internship fairs, and volunteer events for Big Brothers Big Sisters of New York City. During her studies, Berenson interned for the BMF Media Group in production, and for the New York Mets in media relations. After graduation, she plans to work in marketing for a media company, a sports team, or a sports league.

### NYU Commencement—Undergraduate Degree Representative

#### Britney E. Messier—*B.S. in Sports Management and Leisure Studies*

Britney Messier's outstanding accomplishments throughout her collegiate career have transcended the classroom. Besides achieving a 3.711 cumulative GPA, Messier has consistently supported several noteworthy causes and extracurricular activities on campus. She has been an active member of the Athletic Department's event staff at NYU as well as a student athlete on the women's volleyball team. Messier also has volunteered her time and her immense talents to organizations such as Meals on Wheels and Habitat for Humanity. Most notably, Messier has regularly occupied a prominent place on the Dean's List. Her vast academic accomplishments were recently recognized with her induction into the Tisch Center's Scholars Program, which recognizes the best and the brightest students in the program.

## Paul McGhee Division

### Flag Bearer—A.A. in Liberal Arts

#### Crystal T. Johnson

Like many of her fellow nontraditional students, Crystal Johnson has faced numerous life challenges to reach her first academic milestone, earning the Associate of Arts in Liberal Arts degree. She has met every obstacle with grace and aplomb, while excelling in her studies. In Fall 2012, she will continue her pursuit of a college education by enrolling in McGhee's Bachelor of Arts in Social Sciences with a concentration in Psychology.

### Flag Bearer—B.A. in Social Sciences

#### Aundaray Guess

Aundaray Guess will be graduating this spring after a previous attempt to earn his degree was derailed by his HIV diagnosis 25 years ago at the age of 19. He has faced the challenge of his HIV status by using it as motivation for his work as a writer and artist, as well as in his employment. He is currently the author of *20+*, a blog in which he details his life with the virus, sharing both positive and negative experiences with blog readers so that they can feel less isolated. Guess also is a playwright and an actor who has written, produced, and performed in numerous one-man shows, the most well known being *naked*, which was funded by the Jerome Foundation. In February 2012, he revived his theater company, Flayva Cabaret, which showcases LGBT artists of color.

### Flag Bearer—B.S. in Digital Communications and Media

#### Brendan N. Woodcock

Brendan Woodcock is a high-achieving student whose professional conduct, meticulous work, and follow-through have allowed him to excel throughout his academic career. Woodcock is never satisfied with an easy answer and displays intellectual curiosity and persistence in all that he does. His interest in design and branding is highly conceptual and analytical, yet he also has the visual talent to create engaging works of art. After graduation, Woodcock plans to pursue a graduate degree.

### The Alpha Sigma Lambda Dean's Award for Excellence

#### Fabrizio Raho—*B.S. in Leadership and Management Studies*

Fabrizio Raho is very hard working, detail oriented and committed to succeed. He also is willing to initiate and to participate in class discussions, and to help other students as needed. He will be able to apply all that he has learned through McGhee to his already extensive professional background in logistics and international business.

### The Harvey J. Stedman Award

#### Melanie Fleiss—*B.A. in Social Sciences, Organizational Behavior*

Having been out of school for more than 10 years, Melanie Fleiss found her academic experience at McGhee to be “stimulating and transformative.” For her hard work and success, Fleiss has truly earned this award, which goes to the graduate who best exemplifies the life and the achievements of the adult student. Upon graduating, she plans to return to her chosen field of human resources.

### The Herbert C. Jaffa Award

#### Kelly Margaret Stuart—*B.A. in Humanities*

Generous, organized, utterly original, but without pretension, Kelly Stuart makes everything look easy and fun. One of her gifts is the ability to take the most complex theoretical insights and turn them into art that visually clarifies concepts. She works in multimedia using images, music, poetry, and analytical essays that are not only astonishing in their rich detail, but deeply moving. This award recognizes her academic achievement, and her service to NYU-SCPS.

### The Wallace Gobetz Memorial Award

#### Susan Keller—*A.A. in Liberal Arts*

Susan Keller is graduating from the Paul McGhee Division with an A.A. in Liberal Arts, and she is receiving the Wallace Gobetz Memorial Award because she has the highest GPA in the Associate of Arts in Liberal Arts.

#### Marty Correia—*B.A. in Humanities*

Marty Correia will graduate from the Paul McGhee Division with a 4.0 GPA. In addition to her stellar academic record, she immersed herself in a wide array of extracurricular activities including supporting her fellow students and the creative writing program by arranging readings and workshops and by participating in special events. While still a student, Correia’s work has been published, and she is well on her way to having a serious writing career.

#### Mary M. Rogers—*B.A. in Social Sciences, Organizational Behavior*

Mary Rogers is graduating from the Paul McGhee Division with a B.A. in Social Sciences and a concentration in Organizational Behavior and Communication. Rogers was a McGhee Scholar during 2009-2010, and she is receiving the Gobetz Award because she is graduating with one of the highest GPAs in her area of study.

#### Angela Moy—*A.A.S. in Diagnostic Medical Sonography*

Angela Moy is graduating from the Paul McGhee Division with an A.A.S. in Diagnostic Medical Sonography. She is a McGhee Scholar and is receiving the Gobetz Award because she has the highest GPA in her area of study.

### The Wallace Gobetz Memorial Award and Convocation Banner Bearer

#### William N. Duffey III—*B.A. in Social Sciences, Organization Behavior*

Bill Duffey completed his studies with a 4.0 GPA and received written accolades from numerous faculty members. In addition to his excellent academic record, Duffey assisted in recruitment efforts by talking with new student applicants about his McGhee experience and by participating in admissions events. Duffey, who works full time in Boston, commuted for the entirety of his studies at McGhee. He received “honors” for his senior project and was chosen to be a speaker at the George Sideris symposium. Based upon his studies at McGhee, he wrote a value proposition for his company’s CEO, which led to a promotion. He will pursue an M.B.A. at Boston College beginning in Fall 2012.



## NYU-SCPS ADMINISTRATION

### Dennis Di Lorenzo Appointed Vice Dean



Dennis Di Lorenzo has been promoted to vice dean of NYU-SCPS from associate dean for administration. Di Lorenzo, who also serves as the School's co-interim dean, shares oversight with Bjorn Hanson, divisional dean of the NYU-SCPS Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management. In his new capacity, Di Lorenzo oversees the Offices of Admissions; Career Development; Distance Learning; Facilities Management;

Finance and Planning; Human Resources; Institutional Research and Analytics; Noncredit Registration and Student Services; Information and Technology; and Strategic Marketing and Communications. As the School's chief financial officer, he also manages capital projects, including the recent \$60 million renovation of the School's new campus home at 7 East 12th Street.

A 19-year veteran of NYU, Di Lorenzo has held a series of increasingly responsible positions at NYU-SCPS. As a key member of the senior management team, he will play an integral role in the strategic review of the School's mission, goals, and noncredit and credit offerings. That role will entail his driving the development of new academic products that meet the needs of an evolving customer base. ♦

### Rosemary Scanlon Named Divisional Dean of NYU Schack Institute of Real Estate



Rosemary Scanlon has been named divisional dean of the NYU Schack Institute of Real Estate, a division of the NYU School of Continuing and Professional Studies. Scanlon, who has served as interim divisional dean since October 2011, also will remain a clinical associate professor of economics.

Scanlon joined NYU Schack in 2000 and has played a key role in ensuring the stature of the Institute and the quality of its programs including master's degrees in Real Estate, Real Estate Development, and Construction Management; graduate certificates in Real Estate and Construction Management; and a plethora of noncredit courses and certificates.

Scanlon was a visiting research fellow at the London School of Economics from 1997 to 1999. She served as New York State deputy comptroller from 1993 to 1997 and as the chief economist for The Port Authority of New York & New Jersey from 1983 to 1983. Throughout her career, she has had numerous consulting assignments and has published widely on urban and regional economic issues. ♦

### Renée Harris Named Interim Assistant Dean, Division of Programs in Business



Renée Harris became interim assistant dean of the Division of Programs in Business in November. She was previously coordinating chair of the Marketing and Public Relations Department and academic director of continuing education programs in marketing, public relations, and leadership and human capital management. In her expanded role, Harris oversees both graduate studies and noncredit programs.

Harris joined NYU-SCPS in 1991. During her tenure, she has held a number of positions. In 1996, she was on the committee to develop the proposal for the graduate program in direct marketing communications (now the M.S. in Integrated Marketing), which welcomed its first class in 1997. In 2005, she led the development efforts to propose a new M.S. in Public Relations and Corporate Communication, which launched in 2006. Under the leadership of Academic Director and Clinical Associate Professor John Doorley, whom she brought on board, it was named the PR Education Program of the Year by *PRWeek* in 2009 and 2010. ♦

### Eugenia Liakaris Named Director of the NYU Wasserman Center for Career Development at NYU-SCPS



Eugenia (Jeannie) Liakaris was appointed director of the new NYU Wasserman Center for Career Development at NYU-SCPS in January.

This revitalized office expands and enhances the career development resources available to NYU-SCPS by continuing a well-established partnership with Wasserman, while simultaneously developing specialized services, programs, and employer relationships that will support the career development needs of NYU-SCPS undergraduate and graduate students. The new office is located on the 8th floor of 7 East 12th Street.

Prior to joining NYU-SCPS, Liakaris led the career advisement team at the Zicklin School of Business, Baruch College (CUNY), and managed employer relations for The Career Center at Hofstra University. She has extensive experience in career services, has been repeatedly recognized by her peers, and has been quoted and featured in a variety of media outlets for her expertise in career development. ♦

## NYU-SCPS EVENTS



### NYU-SCPS Media Talk: From the Publishers' Perspective

Four leading publishing executives (from left to right), Workman Publishing Company's Robert Miller; HarperCollins Publishers' Ana Maria Alessi; Farrar, Straus and Giroux's Sarah Crichton; and Penguin Group's Brian Tart, who are all faculty members of the NYU-SCPS Center for Publishing, discussed the changing face of the industry and projections for the future during the latest NYU-SCPS Media Talk panel, "From the Publishers' Perspective." Hosted by the NYU-SCPS Center for Publishing in October 2011, the panelists were introduced by Academic Director Andrea Chambers, and the lively discussion was moderated by Michael Cader, founder of *Publishers Lunch*. *Photo Credit: Debra Rothenberg*

### Cal Ramsey Distinguished Lecturer Series

The Preston Robert Tisch Center hosted its 12th Annual Cal Ramsey Distinguished Lecturer Series in Sports Management in March 2012. Moderated by former CBS Sports Executive Producer and current Tisch Center Adjunct Professor Ted Shaker (left), the panel featured ESPN's Executive Vice President and Executive Editor John Walsh (second from left) and Executive Vice President and General Manager for Digital and Print John Kosner (second from right) discussing the future of sports broadcasting. The legendary Cal Ramsey (right) also was in attendance.

*Photo Credit: Debra Rothenberg*



### 44th Annual Conference on Capital Markets in Real Estate

"The Velocity of Reward and Risk in the Age of Social Networking: The Express Lane to a Recovery in the Global Real Estate Capital Markets" was the theme of the NYU Schack Institute of Real Estate's Conference on Capital Markets in Real Estate in November 2011, where panelists—including (from left to right) NYU Schack Advisory Board Chairman James D. Kuhn, Michael Fascielloni of Vornado Realty Trust, Robert S. Blumenthal of Deutsche Bank Securities Inc., William L. Mack of AREA Property Partners, Stephen Ross of Related Companies, William C. Rudin of Rudin Management Company, Inc., NYU Schack Advisory Board Chairman Emeritus Larry A. Silverstein, and Marc Holliday of SL Green Realty—discussed their perspectives and reflected upon strategies for investing in U.S. commercial real estate. *Photo Credit: Elena Olivo*

### NYU Schack's 41st Annual Urban Leadership Award

Real estate industry legend, Mary Ann Tighe, CEO of the New York Tri-State Region for CB Richard Ellis, received the coveted Urban Leadership Award at the NYU Schack Institute of Real Estate's 41st Annual Urban Leadership Award Dinner. The event was held at the Waldorf=Astoria Hotel in June 2011. Tighe, who was honored for her "unparalleled" contributions to the real estate industry, is the first female recipient of the Award. *Photo Credit: Juliana Thomas*



### Tisch Center Alumni Society Honors Dan Flannery

Morgans Hotel Group COO Dan Flannery was honored as the Tisch Center Alumni Society's 2011 "Distinguished Leader" during the annual reception at the New York Marriott Marquis in November 2011. Flannery was recognized for his longstanding professional contributions to the Center and its faculty members, students, and alumni. *Photo Credit: Debra Rothenberg*



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## **NYU-SCPS Opens Redesigned, State-of-the-Art Learning Facility at 7 East 12th Street**

The newly renovated, 117,000-square-foot NYU-SCPS campus home at 7 East 12th Street was officially opened on November 21. NYU officials; prominent donors, including Jonathan M. Tisch, chairman and CEO of Loews Hotels; and government officials, including U.S. Congressman Jerrold Nadler (D-NY), participated in the ribbon-cutting ceremony and reception that welcomed NYU-SCPS students, faculty members, and staff to the new space.

The refurbished building provides high-tech classrooms, wireless communications, and professional-caliber meeting and event facilities to support evolving educational needs. ♦



*(Left to right) Ife Onatunde, NYU-SCPS undergraduate student council president; Susan Kinsey, divisional dean of the Paul McGhee Division; Dennis Di Lorenzo, NYU-SCPS co-interim dean and vice dean; Carol Loewenson, partner, Mitchell|Giurgola Architects; Evan Weiss, NYU-SCPS Tisch Center Alumni Board president; Jonathan M. Tisch, chairman and CEO, Loews Hotels; Bjorn Hanson, NYU-SCPS co-interim dean and divisional dean, clinical professor, and HVS chair of the NYU-SCPS Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management; Rick Matasar, NYU vice president for University Enterprise Initiatives; and David McLaughlin, NYU provost, prepare to cut the ribbon at the newly renovated NYU-SCPS campus home at 7 East 12th Street, Monday, November 21, 2011. Photo Credit: Mark McQueen*