



## A MESSAGE FROM THE DEAN



Dear Colleagues,

As you begin the new academic year, I invite you to review the fall faculty newsletter. This publication will be one of several communication vehicles used to keep you informed of important School initiatives. It will highlight those things most relevant to you, including faculty governance, research, hiring, collaborations, opportunities, and more.

This academic year, there are three critical priority areas for School of Professional Studies faculty members: governance, development and support, and assessment. Over the next year, I look forward to continuing the work we have begun in creating the School's first faculty governance model, which will determine the structure, composition, procedures, and processes for meaningful faculty involvement (see this page). In addition to a formalized governance model, I hope for your participation on numerous faculty committees that will be formed as part of the School's effort to increase faculty voice regarding activities and initiatives.

I also am pleased to announce the creation of the Center for Academic Excellence and Support, which will serve as a dedicated resource for faculty development. This initiative will play a vital role in our efforts to provide students and faculty members with innovative curricula, delivery platforms, and teaching methodologies (see page 2).

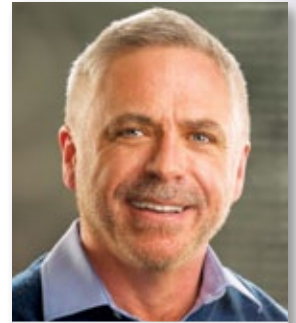
As we strive to offer the highest quality of education to our students, academic assessment will need to be reevaluated for rigor, alignment, and consistency. Many of our program areas require reexamination to ensure that we continue to meet the diverse needs and demands of the classroom and the marketplace. Evaluation initiatives, such as the Writing Development Division of the Dean's Office, are essential to ensure that we maintain our high standards of education (see page 2).

This year, as we mark our 80th anniversary and celebrate our name change to the NYU School of Professional Studies, it is critical for us to reflect and to plan for the future. Our rich tradition is based upon the premise of turning education into impact. Our faculty members have played an immeasurable role in our success. I look forward to working with each and every one of you to create the next chapter of our history, and to continuing to provide access and opportunity to those who seek to enhance their knowledge and enrich their lives.

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

## GOVERNANCE COMMITTEE UPDATE

The School of Professional Studies will now have its first elected full-time contract faculty representative to the University Senate, as well as a formal governance structure. This past May, Dean Dennis Di Lorenzo charged the newly formed Governance Committee with determining candidate credentials and with the process for electing one NYU School of Professional Studies full-time contract faculty representative to the University Senate. Finalists were selected the first week in August, and on August 28, full-time faculty members elected **Dr. Brian Mooney**, clinical associate professor of anthropology, Paul McGhee



Dr. Brian Mooney has been elected to be the School's first full-time contract faculty representative to the University Senate.

Undergraduate Division as the NYU School of Professional Studies representative, with **Dr. Patrice Derrington**, clinical associate professor of global real estate, Shack Institute of Real Estate selected as the first alternate. The second alternate will remain unfilled until the Senate institutes a process for filling alternate seats. Dr. Mooney will be on leave throughout the fall semester. Dr. Derrington will serve as the active alternate. Additionally, the Committee has been gathering information on faculty governance models and by-laws at other NYU schools, as well as at universities with schools similar to the School of Professional Studies. By February 1, 2015 the Committee will submit a recommendation to the dean for the formation of a new system of faculty governance with a projected starting date of September 1, 2015. Governance Committee members include Barry Hersh (chair), Robyn Vaccara (vice chair), John Dumich, Dr. Thomas Hill, Mechthild Schmidt Feist, Dr. Brian Mooney, and Sharr Prohaska.

## RANK, TITLE, AND PRIVILEGE COMMITTEE UPDATE

During the past year, the Rank, Title, and Privilege Committee (RTP) has been busy reviewing and editing NYU School of Professional Studies documents related to the process and the criteria for promotion of full-time and adjunct faculty members. Under the new system, full-time faculty promotions take effect September 1, and include a \$5,000 increase in salary. Adjunct faculty members will be submitting portfolios for Committee review this fall, with promotions slated for January 2015. Adjunct salaries are controlled by the collective bargaining agreement. Additionally, the Committee has drafted policies for initial appointments that will help to create consistency among all School divisions and departments when assigning rank to new faculty members. The next project for the RTP Committee is to review and to draft policies for special assignment leaves of absence. Committee members include Dr. Connee Zotos (chair), Dr. Kofi Afriye, April Krassner, Patricia Lancaster-Brown, Dr. Sylvia Maier, Dr. Donna Quadri-Felitti, and Raúl Hernando Sánchez.

## **DEAN'S FACULTY DEVELOPMENT FUND ESTABLISHED TO SUPPORT FACULTY RESEARCH**

The Dean's Faculty Development Fund will be established in the Fall 2014 semester as part of the dean's effort to support faculty research. Scholarly and applied research are critical additions to faculty teaching in the classroom, and are essential to expanding the School's role as a thought leader in industry. A fund of \$50,000 per year will be dedicated toward this important initiative. Grants of up to \$5,000 will be awarded to support selected proposals. Early in the fall semester, an ad hoc committee will be formed to determine the criteria and the administration process for awards with the intention of launching the application in Spring 2015.

## **CENTER FOR ACADEMIC EXCELLENCE AND SUPPORT WILL PROVIDE COMPREHENSIVE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR FACULTY MEMBERS**

The soon-to-be-launched NYU School of Professional Studies Center for Academic Excellence and Support is a new initiative sponsored by the Dean's Office that will serve populations across the School. With over 2,100 full- and part-time faculty members, faculty development and support is a top priority. The Center will provide professional development opportunities for faculty members, and will serve as a bridge to the School's and to the University's teaching communities. It also will function as a support center for pedagogical and technology enhancement best practices and resources. The Center will offer a wide variety of workshops throughout the academic year, including those addressing teaching effectiveness, student engagement and the blended format, best practices in syllabus development and reflection.

## **NEW FACULTY WEBSITE**

This semester, the Office of Faculty Affairs will launch a new website that will feature educational resources, faculty highlights, announcements, and other helpful information. The site will be located within the Faculty section of the School's main website. In addition to serving as an information portal, the site will eventually evolve into a place where faculty members can communicate and share ideas. We invite you to visit the site, to bookmark it, and to check back frequently for updates throughout the academic year.

## **DEAN'S OFFICE ESTABLISHES WRITING DEVELOPMENT DIVISION TO ADDRESS AND IMPROVE WRITING SKILLS ACROSS THE GRADUATE CURRICULUM**

The newly launched Writing Development Division of the Dean's Office has been charged with ensuring that all graduate students within the School are capable of writing and communicating well and with confidence in their classes and in professional settings. To that end, the Division is collaborating with faculty members to initiate the process of incorporating writing into all classes. Beginning this semester, faculty members in several programs will collect writing samples from each student during the first two to three weeks of class. These samples will provide useful information about their students' writing abilities, permitting appropriate curricular adjustments and resource referrals to meet specific needs that must be addressed. The Division, which is chaired by Lisa Springer, associate dean and clinical professor, ALI, and which is served by two faculty writing consultants, Dr. Ruth Danon, clinical professor of expository and creative writing, and April Krassner, clinical associate professor of development writing, will work with faculty members and program heads to develop and to implement ideas that will build a stronger writing culture across all of the School's graduate programs.

## **FACULTY RESEARCH**

During the past year, in addition to their teaching in the classroom, NYU School of Professional Studies faculty members have been busy conducting research, lecturing, and publishing. Their work informs their teaching and enlightens their students and the public at large. The following are just a few of the many outstanding examples of research that have recently been conducted by faculty members who are innovators in their fields.

### **Clinical Professor of Global Affairs Mark Galeotti Establishes New Initiative for the Study of Emerging Threats to Focus on Nontraditional Security**

As the world becomes more and more tumultuous, there is an increasingly keen interest in emerging, nontraditional security challenges, which extend beyond the existing scholarship to various 'soft' security issues including crime, corruption, disorder, and human trafficking. To that end, Professor Mark Galeotti, a world-renowned transnational security expert who teaches in the NYU School of Professional Studies Center for Global Affairs (CGA), has established the Initiative for the Study of Emerging Threats (ISET). Dr. Galeotti, who has conducted extensive research in the areas of transnational crime, organized crime, Russian politics and history, and intelligence, and who has served as a consultant to various government, commercial, and law enforcement agencies, sees this new initiative as an extension of his research and the work of the Center for Global Affairs. Beyond military threats, this new endeavor will focus on crime, including the trafficking of drugs, people, and weapons; financial crime and money laundering; corruption and its impact on aid, development, and governance, terrorism, and insurgency; cybercrime, cyberwar, and cyberterrorism; information warfare and subversion; and the increasing use of covert means and nonstate agents by states. A soft launch will occur in Fall 2014, with a more fully developed program that will include student research, public events, grant solicitation, and the development of a website, occurring in Spring 2015.

## The NYU School of Professional Studies Initiative for Creativity and Innovation in Cities Partners with the School's Schack Institute of Real Estate to Conduct Research on New York City's Creative Economy

When it comes to economic growth and innovation, New York City stands head and shoulders above most cities. It has long been a cultural, social, and political trailblazer that has been able to constantly reinvent itself. Because of its tremendous diversity and its creative economy—high-skill, high-pay jobs in business services, finance, science, and the arts—the City's overall financial health is amazingly resilient.

Faculty members and administrators of the NYU School of Professional Studies Initiative for Creativity and Innovation in Cities and the School's Schack Institute of Real Estate—including Rosemary Scanlon, Schack Institute of Real Estate divisional dean; Dr. Richard Florida, NYU global research professor; Dr. Hugh Kelly, Schack clinical associate professor of real estate and director, Applied Research Initiative;

and Steven Pedigo, director and visiting clinical assistant professor of the Initiative for Creativity and Innovation in Cities—are collaborating on a comprehensive research project (Applied Research Initiative) to better understand the long-term changes in New York City's creative economy and their implications for policy makers, city builders, and developers. Their research, titled the "Great Reset N.Y.C.," has focused on three key questions: What accounts for New York City's remarkable growth since the recent recession? How has New York's industrial and human capital makeup changed? How has



New York City's real estate industry changed and what is its impact on the City's economic development efforts?

Research findings will be released in late 2014, coinciding with an event that will bring business and community leaders, policy makers, and real estate professionals together for a wide-ranging discussion on the challenges the City faces, as well as the opportunities that are available for the taking.

## Clinical Associate Professor of Sports Management Wayne G. McDonnell, Jr. Researches the Voting Process for Entrance into the Baseball Hall of Fame and Whether or Not it Remains Valid



In a research paper presented at the 26th Annual Cooperstown Symposium on Baseball & American Culture, which took place this past May, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business Clinical Associate Professor of Sports Management and Academic Chair Wayne McDonnell, explored emerging factors that need to be taken into consideration in order for the National Baseball Hall of Fame voting process to remain relevant

and valid. According to Professor McDonnell, the National Baseball Hall of Fame debate is no longer a conversation that is isolated to the month of December, when the Baseball Writers' Association of America intensely analyzes the achievements of the eligible candidates for a three-week period. Rather, it has become a year-round topic of spirited conversation that constantly raises thought-provoking questions. Topics discussed today are far more complex and challenging thanks to

the confirmed and alleged indiscretions involving performance-enhancing substances by multiple ball players whose names regularly appear on the National Baseball Hall of Fame ballot.

In addition, Professor McDonnell's research probes whether or not voters have made the necessary adjustments to adapt to baseball's statistical revolution or do they still rely upon archaic models of evaluation? It also questions whether or not it's time to reevaluate who is involved in the voting process for entrance into the National Baseball Hall of Fame and whether the electronic media should be given a voice in the process as well. What tools and metrics are the voters using currently and are they still married to the old standards of 300 wins, 500 home runs, and 3,000 hits? Will clear and definitive guidelines ever exist for sportsmanship, integrity, and character?

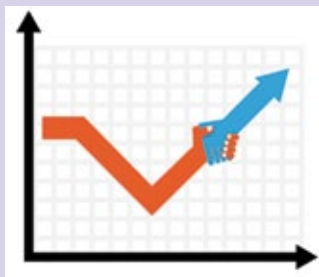
All of these questions remain up for debate, but Professor McDonnell's research sheds new light on, and proposes new ideas for, the reevaluation of this time-honored yet somewhat outdated process. His research will be published by the Baseball Hall of Fame this fall.



### Adjunct Instructor James Neblett's Research Probes Ethics in Business Curriculum

Dr. James Neblett, an adjunct instructor who teaches in the NYU School of Professional Studies M.S. in Human Resources Management and Development program, along with two colleagues, has been working on a study titled "Ethics in Business Curriculum," using Peregrine assessment to explore outcomes based upon the curriculum interventions by academic institutions. Dr. Neblett's article assesses the domain of the business ethics curriculum and draws upon behaviors of students post-graduation. The paper identifies potential gaps and new areas for the discipline by taking into consideration four main precepts, which include: the impact of recent scandals, ethical climate, ethical standards, and social responsibility. Dr. Neblett and his team conclude by suggesting a reconsideration of business ethics curriculum and the challenge for business ethics educators.

### Clinical Assistant Professor of Economics Pierre Lacour Conducts Research on Decision-Making in the Field of Experimental Economics



With funding from the Dean's Office, Dr. Pierre Lacour, a clinical assistant professor of economics in the NYU School of Professional Studies Paul McGhee Undergraduate Division, in collaboration with the Center for Experimental Social Science (C.E.S.S.) at the NYU College of Arts & Science (CAS), is conducting research on decision-

making in the field of experimental economics. The objectives of this project are to test the robustness of the results obtained in an original experiment, which Dr. Lacour detailed in an article titled "Intentions and Ethical Behavior in Trust Games," published in a 2012 issue of the *Journal of Socio-Economics*. The current project will involve the participation of 200 NYU students from the Paul McGhee Division, the College of Arts and Science, and the Stern School of Business. Participants play three trust games a total of eight times, alternating positions (starting or ending the games) each time they play. The games will be played in the computer lab of the CESS in the Economics Department at CAS. If Dr. Lacour obtains the results he hypothesizes, he will be able to contribute to one of the debates in behavioral economics, as to whether behavior is to be construed with optimization-based models.

## FACULTY APPOINTMENTS



### Mary Beth Altier

Dr. Mary Beth Altier has been appointed visiting clinical assistant professor of global affairs at the NYU School of Professional Studies Center for Global Affairs. Her research interests include political violence, political behavior, nationalism, and ethnic conflict. She is an associate member of Nuffield College at the University of Oxford, and was previously a post-doctoral fellow at the International Center for the Study of Terrorism at Pennsylvania State University. Her work has appeared, or is forthcoming, in peer-reviewed publications including *Journal of Peace Research*, *Terrorism and Political Violence*, *Journal of Strategic Security*, and *Georgetown Journal of International Affairs*.

Dr. Altier earned a Ph.D. in Politics and an M.A. in Politics from Princeton University, as well as a B.A. in Mathematics and History from Drew University.



### Robert Becton

Robert Becton has been appointed as a clinical assistant professor of public relations and corporate communication at the NYU School of Professional Studies. He studied executive education, accounting, and finance at The Wharton School, University of Pennsylvania, and earned a B.A. in Communications from Loretto Heights University in Denver, CO.

An expert PR professional who is versed in strategic and investor communications as well as in crisis management, Becton is founder and CEO of Becton Communications, Inc., and offers his expertise in a broad range of industries including finance, high-tech, telecom, consumer, country development, pharmaceuticals, manufacturing, insurance, e-commerce, travel, and social media. His clients have included Pfizer Inc., American Bankers Association, Mount Sinai Medical Center, and Ernst & Young.

Previously, he was managing director of corporate communications and investor relations at Moody's Investor Service, Inc.; head of public affairs and communications, Americas, at HSBC Bank; and vice president of communications at J.P. Morgan Securities. He also has served as executive vice president and head of global corporate practice at GCI Group. He is a board member of NY/International Association of Business Communicators (IABC), and a member of the Public Relations Society of America (PRSA) and the National Investor Relations Institute (NIRI).



**Cara Brozenich**

Cara Brozenich has been named a language lecturer at the American Language Institute (ALI), and will serve as the assistant director for testing. Prior to

her appointment, she was an assessment specialist for five years with LTI: The American Council on Teaching of Foreign Languages Testing Office, where she was responsible for quality assurance initiatives, test development, program oversight, and training and technical initiatives. Earlier in her career, she served as a freelance English-language editor, taught ESL at Passaic County Community College in New Jersey, and taught English at Chonbuk National University in South Korea.

Brozenich earned a M.A. in TESOL from NYU and a B.A. in Education Policy and Community Education from Ramapo College of New Jersey.



**Andrew Greenblatt**

Andrew Greenblatt, J.D. has been appointed visiting clinical assistant professor of social entrepreneurship. An expert on launching social

ventures, Greenblatt is senior vice president of corporate strategy at BeneStream, a company that helps low-wage workers apply for government benefits. Previously, he served as director of products and innovation at Criterion Ventures, LLC, and as an adjunct assistant professor at the NYU Robert F. Wagner Graduate School of Public Service.

Greenblatt is a cum laude graduate of Harvard Law School and graduated summa cum laude from SUNY Albany with a B.A. in Political Science.



**Sean Hennessey**

Cited by *Crain's New York Business* as "one of the nation's top hotel consultants," Sean Hennessey has been appointed clinical assistant professor of

hospitality and tourism at the Tisch Center for Hospitality and Tourism. He graduated from Johnson & Wales University with an A.S. in Culinary Arts, and from Cornell University with a B.S. in Hotel Administration.

A leading consultant and broker for more than 20 years, Hennessey is the founder and chief executive officer of Lodging Advisors LLC. He began his career with companies such as Marriott and Disney World. He is cochair of the Lodging Industry Investment Council (LIIC) and serves on the board of directors of the International Society of Hospitality Consultants (ISHC) and the New York Chapter of the Hospitality Sales Managers Association International (HSMIAI). He is active with the ITM Hospitality Fund, which provides free hotel rooms for needy families of patients traveling to New York City for critical medical care.

Hennessey has appeared on CNN *Headline News*, MSNBC, National Public Radio and Bloomberg News, and has been quoted by *The Wall Street Journal*, *Barron's*, *The New York Times*, and trade journals. He prepared the Lodging Industry Mortgage Performance Report, and contributed to *Hotel Investments: Issues and Perspectives, 3rd edition*, and to the *Business Enterprise Valuation: An Anthology for the Appraisal Institute*. He has recently completed a chapter on hotel investing for *Hotel Asset Management, 2nd edition*.



**Naira Musallam**

Dr. Naira Musallam has been appointed clinical assistant professor of global affairs at the NYU School of Professional Studies Center for Global Affairs. She

holds a Ph.D. in Social-Organizational Psychology and an M.A. in Psychology and Education from Teachers College, Columbia University, as well as a B.A. in Psychology and Communication from Tel Aviv University.

Her research focuses on key factors related to the effectiveness of NGOs working in conflict zones, specifically those operating in the Palestinian territories. She also has conducted research related to Complex Dynamical Systems, intractable conflicts, power, identity, and peace processes. Musallam has academic appointments at Columbia University and at the U.S. Military Academy in West Point. Her publications include articles in the *Journal of Peace Psychology* and the *Israeli Journal of Psychiatry and Related Sciences*. Fluent in Hebrew and Arabic, she served as the main editor for the Arabic version of the *Handbook of Conflict Resolution: Theory and Practice*.

Musallam has over 10 years of experience working with government agencies, educational institutions, and nonprofit organizations that address political, educational, humanitarian, and development issues related to the Middle East, including the United States Agency for International Development (USAID), Amideast, the International Center for Transitional Justice (ICTJ), Adler Research Center, Mar Elias Educational Institutions, Amnesty International, and local NGOs. She is the recipient of several fellowships and awards granted by the U.S. Department of State and Columbia University.



### Brendan Parent

Brendan Parent, J.D. was appointed a clinical assistant professor of sports and society. He also is a codirector of the NYUSPS Sports and Society program. His current research in sports and ethics includes character building in youth sports, risk acceptance, physician role conflict, and defining acceptable enhancement. He is dually appointed as a Rudin postdoctoral fellow in the

Division of Bioethics at the NYU Langone Medical Center, where he is examining consent procedures in innovative transplants and the return of personal information in genetic research.

Parent also is a consulting attorney with the New York State Task Force on Life and the Law, a state agency that assists with the development of public policy at the intersection of medicine, law, and ethics. In this capacity, he is guiding policy recommendations regarding end-of-life decision making for individuals with mental illness and developmental disabilities. Previously, he was a researcher in the Department of Bioethics at the National Institutes of Health (NIH), and a staff associate at the Center for Genetics and Society. He designed and completed the first bioethics undergraduate major at the University of California, Santa Cruz, and earned a J.D. from Georgetown University Law Center, where he was presented with the ABA award for excellence in health law.



### Steven Pedigo

Steven Pedigo has been appointed director of the NYU School of Professional Studies Initiative for Creativity and Innovation in Cities, and visiting clinical assistant professor for economic development. In this role, he is leading the effort to develop and to deliver the School's civic engagement and economic development curriculum and research program.

Prior to joining the NYU School of Professional Studies, Pedigo was a vice president and a member of the senior management team for the Initiative for a Competitive Inner City (ICIC), a national research organization founded by Harvard Business School professor Michael Porter to encourage private-sector investment in U.S. urban centers. He also has been a distinguished visiting research scholar with the School of Urban and Public Affairs at the University of Texas, and a visiting professor at the Centro de Estudios Superiores de Monterrey Design.

Pedigo also has served in a variety of economic development roles. He was the vice president for business attraction and research for Greater Portland, Inc. (GPI), a regional economic development organization for the Portland-Vancouver metropolitan region. Prior to working for GPI, he started his career in economic development as the director of research for the Greater Washington Initiative (GWI), a regional marketing organization for the Washington, D.C. metropolitan area. He was responsible

for the region's comprehensive human capital assessment, which was profiled extensively in *The Washington Post* and utilized by area universities and community colleges to forecast future course needs. As researcher and writer, Pedigo's work has been featured in such publications as *The New York Times*, *The Washington Post*, and *The Dallas Morning News*.

Pedigo holds a bachelor's degree from the University of Texas at Austin and graduate degrees from the H. John Heinz III School for Public Policy and Management at Carnegie Mellon University, and the University of Illinois at Urbana-Champaign.



### Mary Ritter

Dr. Mary Ritter has been appointed as a language lecturer at the American Language Institute (ALI). She completed Ph.D. coursework in both English and political philosophy at Claremont Graduate University in Claremont, CA. She earned a M.A. in English from Queen's University in Ontario, Canada, and a B.A. (Honors) in English from Trent University in Ontario, Canada.

Dr. Ritter teaches intercultural communication and English courses to nonnative speakers. She specializes in improving students' speaking and listening abilities, focusing on oral presentation skills, accent correction, and cross-cultural communicative strategies. She frequently presents at TESOL conferences. Her published works include "Wordsworth's Influence on C.S. Lewis" in *The Ten Books that Most Influenced C.S. Lewis*, and "Lewis, Wordsworth, and the Education of the Soul," on The C.S. Lewis Web, a site sponsored by the Discovery Institute.

Previously, Dr. Ritter was a language instructor at the American Language Program at Columbia University and at the School of Graduate Studies at the University of Toronto. She recently won a Teaching Excellence Award from the NYU School of Professional Studies.



### Barry Silverman

Barry Silverman has been appointed a clinical assistant professor of marketing at the NYU School of Professional Studies. He earned an M.B.A. in Marketing from Fairleigh Dickinson University and a B.A. in Economics from Rutgers University. He currently is pursuing a Ph.D. in Marketing at the International School of Management.

A strategic marketing and brand professional, educator, and storyteller for 20 years, Silverman has taught “Brand Strategy” at the NYU School of Professional Studies for the past five years, as well as classes at Fairleigh Dickinson University, San Francisco State University, and the University of San Francisco.

Currently, Silverman is the vice president of brand and marketing communications at Broadridge Inc. His previous experience includes serving as director of brand and content strategy at Bloomberg L.P.; as group account director at G2 (part of Grey Advertising); and as director of strategy at Futurebrand, one of the world’s leading brand consulting firms.



### Andrew Spano

Dr. Andrew Spano is the academic director of the M.S. in Professional Writing at the NYU School of Professional Studies, and was recently appointed as a clinical assistant professor of writing. He holds a Ph.D. in Media Philosophy from the Europäische Universität für Interdisziplinäre Studien, European Graduate School, in Saas-Fee, Switzerland. He earned an M.A. in

English from the University of Vermont and a B.A. in English from Norwich University in Northfield, VT.

He has two decades of teaching experience in writing, communications, media, literature, and journalism. For 18 years, he taught at Northeastern University, and in 2013, he was visiting assistant professor of media and communications at Mercy College. Prior posts include adjunct lecturer in communications at Endicott College and foreign expert in English at Taian Teachers’ College in Shandong, China.

Also a journalist, Dr. Spano worked for the *Lawrence Eagle-Tribune*, where his story on the Malden Mills fire was part of a series that was a finalist for The Pulitzer Prize, and for Community Newspaper Corporation in Massachusetts. As a China correspondent for *The Wall Street Journal Asia* and the *South China Sunday Morning Post*, he covered the 1988-89 Chinese pro-democracy movement, and contributed a chapter to the best-selling book *The Broken Mirror: China after Tiananmen*. His book of poetry, HADSCAPE/ABC, was published in 2013 by Atropos Press. His current research focuses on the psycholinguistics of propaganda.



### Wendy Stahl

Wendy Stahl, a leader in marketing and strategy across the media, e-commerce, and technology sectors, has been appointed clinical assistant professor of marketing at the NYU School of Professional Studies. She currently teaches strategic marketing and leadership in the School’s M.S. in Integrated Marketing, and has taught at Polytechnic University (now NYU

Polytechnic School of Engineering), Baruch College (CUNY), and Manhattanville College.

In addition to teaching, she advises companies and startups on strategy, marketing, and corporate development issues, and currently serves as a member of the advisory board for eCredable.com and FindAlma.com. She is an advisor to New York-based start-ups through the First Growth Venture Network and was previously on the board of CreditCards.com International and N2Broadband.

During her career, she has held operating roles with Sony; Comcast Corporation; NBC; The Weather Channel, LLC; Bertelsmann SE & Co.; and MeadWestvaco Corporation. She also served as a consultant to media and technology clients and as administrative lead for the technology practice office of McKinsey & Company in Silicon Valley.

Stahl earned an M.B.A. from Harvard Business School and a B.A. in American Studies, magna cum laude, from Carleton College. She has published a case and teaching note with the Harvard Business School Press, tweets (@wstahl), and is currently planning her next publication.



### Julie Hung Yee Tay

Julie Hung Yee Tay has been appointed clinical assistant professor in the NYU School of Professional Studies M.S. in Translation program. She earned an M.A. in Anthropology from The City University of New York; a Diploma in Education from the Institute of Education, National University of Singapore; and a B.A. in Linguistics and Anthropology, with honors, from

Victoria University of Wellington in Wellington, New Zealand.

Fluent in Cantonese and Mandarin, with working knowledge of several Chinese dialects, Tay has served for more than 20 years as a language consultant, a translator, and an interpreter. An anthropologist, arts presenter, and educator conversant with Southeast Asia, China, and the South Pacific, she was featured in a 2013 radio interview on WQXR 105.9 FM on *Voices of the Lunar New Year*. She also contributed to the documentary, *Harmony & Spirit – Chinese Americans in New York*, that aired on WNET in 2001.

Since 2010, as founder and director of ACE Forum Inc. in New York’s Chinatown, Tay oversees language consulting, translation, interpreting, and strategic outreach services pertaining to Chinese language and culture. She also is the executive director of the Mencius Society for the Arts, which received the Art Works Award from the National Endowment for the Arts in 2013 and 2014.

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### UPCOMING FACULTY EVENTS

The Office of Faculty Affairs offers regularly scheduled events throughout the academic year that serve to keep you abreast of things going on within the School and to build a strong sense of community. Brown bag lunches and dinners are informal gatherings that are designed to provide the opportunity for dialogue with the dean and with colleagues. Though there is no set agenda or topics to be covered, stimulating discussion is always guaranteed. At the Fall Faculty Meeting, you will be apprised of new School initiatives and policies, and will have the chance to meet and to mingle with colleagues from across the School. We urge you to attend these functions to remain engaged and up-to-date on all that is happening. We value your input and your ideas!

| Event  | Date                         | Time               |
|--|------------------------------|--------------------|
| <b>Brown Bag Dinner for Adjunct Faculty</b>  | Wednesday, October 8, 2014   | 5 p.m. - 7 p.m.    |
| <b>Fall Faculty Meeting</b>                  | Thursday, October 30, 2014   | 5 p.m. - 7.30 p.m. |
| <b>Brown Bag Dinner for Adjunct Faculty</b>  | Wednesday, November 12, 2014 | 5 p.m. - 7 p.m.    |
| <b>Brown Bag Dinner for Adjunct Faculty</b>  | Tuesday, December 2, 2014    | 5 p.m. - 7 p.m.    |
| <b>Brown Bag Lunch for Full-Time Faculty</b> | Tuesday, December 9, 2014    | Noon - 2 p.m.      |

Dates are subject to change. Please check the Events section of the Office of Faculty Affairs website for updates.

### FACULTY AFFAIRS E-MAIL

Good communication is a top priority for the Office of Faculty Affairs. We want to hear from you! To that end, we have created a faculty affairs e-mail account that can be used to correspond. Please feel free to contact us at [sps.facultyaffairs@nyu.edu](mailto:sps.facultyaffairs@nyu.edu) with questions or comments.