

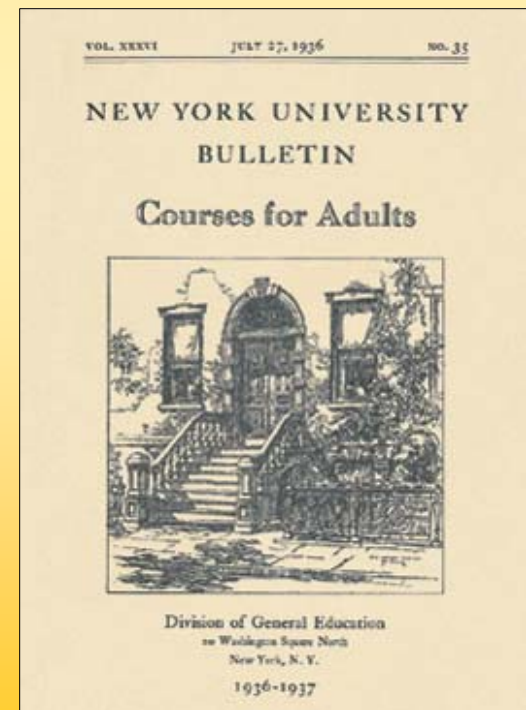
The Appeal of NYU-SCPS Master's Programs as Pathways to Success

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UCEA – Annual Conference – March 2008

Roots of Industry-Specific Master's Degrees

- ❑ As New York University evolved, it recognized the needs of new professional areas
 - SCPS became an extension of “in and of the City”
 - SCPS anticipates the city’s aspirations, responding to the pulse of the city and its people
 - Programs help fuel the cultural, civic, and commercial innovation of New York City
 - The School’s “industry centers” reflect the roots of the Master’s programs in the industries of New York

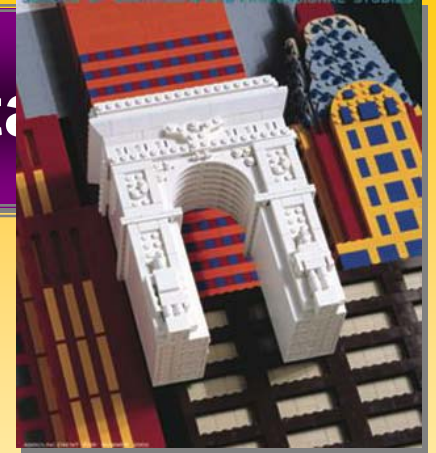


NYU-SCPS Mission: In and of the City



- ❑ SCPS creates pathways throughout the School to reflect the growing industries within New York City
 - Master's synced with economic infrastructure; in and of the city
 - Continuing education is a natural for degree programs, graduate certificate programs, CE programs, and conferences
- ❑ The School brings learners together with instructors, knowledge, and know-how to achieve a better future
 - A unique social ecology at SCPS presumes upon the current and future more than the past
- ❑ “Glocal” gateway to New York City and the world
 - Intellectually, physically, and virtually without boundaries
 - Customization of local market orientation
 - Export master's to other campuses (Abu Dhabi)

Differentiating for Competitive Advantage



- ❑ Play in a blue ocean
 - Look for unique opportunities
 - avoid heavy competition
 - At SCPS, the Master's programs reinforce our industry centers, becoming the first programs of their kind
- ❑ Follow a long-tail strategy
 - As you develop excellent programs, expand and market adaptations for more opportunities
 - Market one-year professional graduate certificates as stand-alone programs or feeders into the Master's
 - Look to develop cross-disciplinary concentrations

Evolution of Feeders, Pathways, and Ecosystem

- ❑ Create a community of learners that students won't find elsewhere
 - Typical SCPS Real Estate Institute student scenario
 - ◆ Take a CE Real Estate course
 - ◆ Pursue a Graduate Certificate in Real Estate
 - ◆ Earn the M.S. in Real Estate
 - Ties to industry
 - ◆ Prominent professionals are faculty and the advisory board
 - ◆ Networking opportunities for students and alumni
- ❑ SCPS ecosystem provides pathways giving students opportunities for their individual needs
 - Students finish a Bachelor's degree; take a CE course; start a graduate certificate; get a Master's degree
 - Accelerate their career...and come back for more



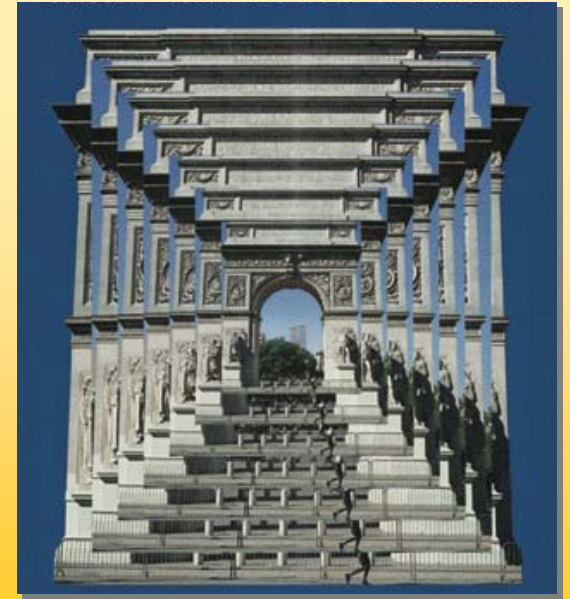
Role of Research



- ❑ Research provides “big picture” updates
 - Know your students – what do they want?
 - Know the industry: Specific industry needs should drive Masters’ curricula
 - Track changes over time of what’s happening with regard to satisfaction levels, motivations, competition
- ❑ Research reveals differences between inquirers and students
 - Actual students display much *higher confidence* in their ability and belief that they can *improve their lot in life*
- ❑ Research tells us how Master’s candidates are driven
 - Career goals in specific industries
 - Desire for advancement
 - Opportunity to change professions

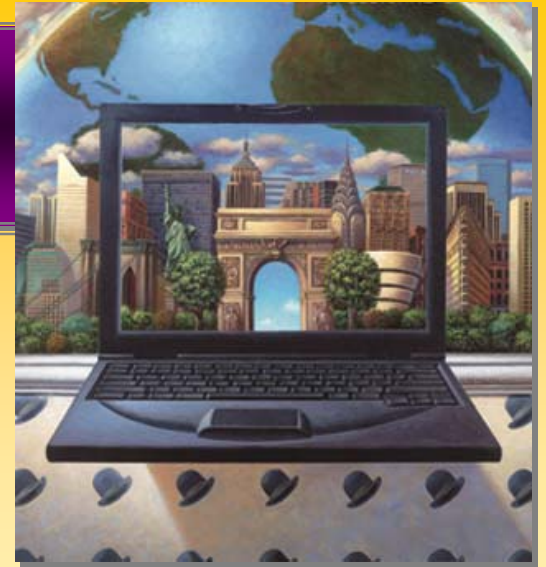
Research Findings

- ❑ As you evaluate program potential through feasibility analyses, talk to your audiences
 - Faculty – do we have the resources?
 - CE audience – will there be students for the program launch?
 - Audiences in allied fields – is there a market?
- ❑ The answers drive programs geared to the needs of prospective students and the industry
- ❑ Research shows:
 - 30% of CE students at SCPS want to earn a Master's
 - 25 - 30% of McGhee undergraduate students want to earn a Master's



Case Studies

- ❑ Construction Management
 - Investigated prospects, queried the community
 - Dug deeper (architecture, engineering)
 - Built an audience
- ❑ Public Relations and Corporate Communications
 - Students wanted both practical and academic experience
 - Industry wanted practitioners understanding the theory behind the practice of PR
- ❑ Human Resource Management and Development
 - Research found a market filled with competitive programs
 - Program required differentiation
 - ◆ Higher-quality curriculum
 - ◆ Emphasis on leadership and strategic side of HR
- ❑ Art Business
 - The industry didn't see a value in such a graduate program
 - However, strong interest led to expansion of CE courses



Program the Market, Market the Program

“As a global citizen, to whom do I pledge allegiance?”

NYU'S CENTER FOR GLOBAL AFFAIRS

The traditional state-to-state mindset may be at odds with the realities of our increasingly globalized planet.

Energy policies set locally impact business strategies around the world. An NGO wages a PR battle against a multinational corporation. Ongoing health crises drain a continent's economic resources. Today, more than ever before, an appreciation of the world's great challenges and the ability to create meaningful change both require a global perspective.

The NYU Center for Global Affairs is a unique institution rooted in lower Manhattan and located astride the world's crossroads. We provide a range of exceptional educational opportunities—including a Master's degree, a professional certificate program, provocative public events, and numerous courses—all designed to help you grapple with the issues we all face as global citizens.

Our diverse and motivated body is guided by a faculty of accomplished international practitioners, whose expertise is drawn from government, trade, finance and investment, journalism, non-governmental organizations, and more with a global dimension. Courses have been more challenging, or in demand. Find out how the NYU Center for Global Affairs can help you shape your global future.

GRADUATE PROGRAM:

- Master of Science in Global Affairs
- SUMMER INTERNSHIPS:**
- UN in Geneva Study Program
- Summer Institute in Global Affairs

CONTINUING EDUCATION includes:

- Ideology, War, and Revolution
- The Middle East: Between Tarnish and a New Order
- Heating Up: The Global Environmental Challenge
- Emerging Market Economies: Understanding the Critical Challenges

PUBLIC EVENTS SERIES include:

- Worldly Conversations with Clyde Haberman
- Politics and Art in Cinema: Reef Funderburk
- International Careers: Practical Advice and Real-Life Experience
- Ending AIDS: Why the World Can't Wait

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Continuing Education Information Session:
Wednesday, January 23, 6-8 p.m.
Woolworth Building, 2nd Floor
15 Barclay St. (between Broadway and Church St.)
Visit our website, or call to receive our new Bulletin: scps.nyu.edu/x628 1-800-FIND NYU, ext. 628

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“How would you give away a billion dollars?”

THE GEORGE H. HEYMAN, JR. CENTER FOR PHILANTHROPY & FUNDRAISING

The gifts are larger, the challenges greater, and preparing for a career in philanthropy and fundraising has never been more important.

The spectacular increase in charitable giving has raised an entirely new set of questions for professionals in the fields of philanthropy and fundraising. Have we come to rely too heavily on mega-donors? Can we support so many billion-dollar campaigns? Should government accountability increase? And why are ethical concerns more important than ever?

The George H. Heyman, Jr. Center for Philanthropy and Fundraising at NYU is among the nation's most highly respected educators of fundraisers and grantmakers. We provide an exceptional range of educational opportunities—including a Master's degree, certificate programs, online courses, workshops, and seminars—all designed to help you advance your career and maximize your effectiveness as a leader in the field.

Our faculty consists of leading authorities on all aspects of fundraising and grantmaking, including the psychology of giving, the effects of laws, ethical issues, new methods, technology, and more. You will emerge with a deeper understanding of the concepts and skills necessary for success as a fund-raiser and grantmaker in the 21st century.

GRADUATE PROGRAM:

- Master of Science in Fundraising

PROFESSIONAL CERTIFICATES:

- Fundraising
- Grantmaking and Foundations

CONTINUING EDUCATION:

- Fundraising Concepts and Practices
- The Annual Appeal
- Grant Proposal Writing
- Strategic Grantmaking
- Women in Philanthropy

- Global Philanthropy
- How to Be a Successful Fundraiser
- Corporate and Foundation Fundraising
- Ethics and Laws of Nonprofits—Online
- The Principles of Successful Fundraising

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Graduate Information Session: Wed., Nov. 7, 6-8 p.m.
Grand Hyatt, Conference Level, Park Avenue (at 62nd St.)
Please call 212-998-7200 to RSVP.
scps.nyu.edu/x186 1-800-FIND NYU, ext. 186

“Can there be tourism in the age of terrorism?”

THE TISCH CENTER FOR HOSPITALITY, TOURISM, AND SPORTS MANAGEMENT

Heightened security—and the concern that underlies it—has done nothing to slow the worldwide growth in tourism.

You've read the headlines: the political tensions, the credible threats, the security lapses. And still, across the country and around the world, more people are visiting more places than ever before. The global rise in disposable income is increasing the number of tourists by the millions—and creating an unprecedented opportunity for the next generation of tourism and hospitality professionals.

NYU's Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management is a premier educational institution located in the heart of New York and offering a view of the world. Our faculty consists of leading professionals, industry experts who supply the global perspective and connections necessary for success in these rapidly expanding fields.

The Tisch Center offers an exceptional array of educational opportunities: Master's and Bachelor's degrees, internships, guest lecturers, continuing education courses, career management services, and NYU's unique study abroad locations. Above all, we provide our industries' next leaders with the insights and understanding required to achieve the ultimate level of professional success.

GRADUATE PROGRAMS:

- Master of Science in Hospitality Industry Studies
- Master of Science in Sports Business
- Master of Science in Tourism and Travel Management

UNDERGRADUATE PROGRAMS:

- Bachelor of Science in Hotel and Tourism Management
- Bachelor of Science in Sports Management and Leisure Studies

CONTINUING EDUCATION includes:

- Accelerated Certificate in Food and Beverage Operations
- Accelerated Certificate in Hotel Operations
- Certificate in Meeting, Conference, and Event Management

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Visit scps.nyu.edu/Response to find out more about the 30th Anniversary NYU International Hospitality Industry Investment Conference.
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Recasting the Future of Marketing

- ❑ More Master's programs available through online study
 - Graduate certificate programs and hybrid Master's programs with online components
- ❑ Under consideration:
 - Master's in Professional Studies concept
 - Graduate certificate crossover (*2 Plus 2*)
 - Executive formats (*Mini-MBA*)
 - More extensive use of distance learning programs to reach adult learners in every corner of the globe
 - Portability of CE certificates into credit programs
 - Cross-collaboration within the broader university



For more information, contact
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