



GEORGETOWN UNIVERSITY
School of Continuing Studies

Dean's Report
2014–15



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Emergency & Disaster Management students visit the Fire Service College in England.



Students receive their certificates at the Center for Continuing & Professional Education's 2015 Certificate Completion Ceremony.



Summer School students take advantage of all that Washington, D.C., has to offer.



Kelly J. Otter, Ph.D.
Dean
School of Continuing Studies

Greetings from the Dean

This has been an extraordinary year for Georgetown University's School of Continuing Studies (SCS). At the close of my first year as dean, I look back on a year of outstanding engagement with the Hilltop and our surrounding community, student and faculty achievement, and continued development to meet the demands of a rapidly changing economy.

This year, I am pleased that we have been able to create connections between the principles of continuing and professional education and the work of our colleagues on the Hilltop. The 100th Annual UPCEA Conference Leadership Reception, which we hosted on Sunday, March 29, truly exemplifies how relevant our work is to solving the challenges in higher education today. D.C. Public Schools Chancellor Kaya Henderson was the keynote speaker of the event, which drew attendees including senior leaders at Georgetown and academics from other leading institutions. Henderson shared her thoughts on increasing access for students, ensuring professional development opportunities for staff, and designing high-quality pedagogical methods, all points that resonated with our audience. SCS's flexible, innovative model, which positions us at the nexus of industry and academia, charts a sustainable path forward and incorporates these crucial elements.

I am delighted to see that students from many programs have taken advantage of opportunities to apply what they learn in the classroom to real-world situations over the course of the year. In April, Urban & Regional Planning students Maura Brophy and Arianna Koudounas presented their research paper, "Ecodistricts in the District of Columbia," at the American Planning Association's 2015 annual conference in Seattle. In May, Christine Lai, graduate of the Technology Management program, was named a Fulbright Scholar. Our first Fulbright recipient, Lai will be studying at the IE Business School in Madrid in the fall of 2015. Additionally, we learned in April that the Osher Foundation approved \$1 million in grants for Georgetown students, specifically geared to adult learners re-entering the classroom. This will serve many eligible Bachelor of Arts in Liberal Studies students for years to come.

As our faculty members receive accolades and honors both in academia and in industry, they advance our reputation and elevate the quality of our applied curriculum. In April, Ben de la Cruz and Rolando Arrieta, faculty members in the Journalism program, received a Peabody Award for stories they produced about the 2014 Ebola epidemic. In February, Jimmy Lynn, special advisor to the Sports Industry Management program, received an appointment to the board of directors of the new National Foundation on Fitness, Sports, and Nutrition (NFFSN). This congressionally chartered foundation seeks to inculcate lifestyles of fitness in America's children.

Equally exciting, we received approval to launch four new Master of Professional Studies programs, beginning in stages in the fall of 2015 and continuing through 2016. The Master of Professional Studies in Integrated Marketing Communications and Executive Master of Professional Studies in Global Strategic Communications programs, both launching in the fall of 2015, expand the Division of Professional Communication and capitalize on past success. Additionally, the Master of Professional Studies in Project Management and Executive Master of Professional Studies in Program & Portfolio Management, both launching in 2016, serve growing demand from the public and private sectors for skilled project administrators.

The introduction of our online program offerings further increases the accessibility of our programs to students across the country. The online modality of the Technology Management program welcomed its first class of 57 students in January 2015. Our Real Estate program began online classes in the summer term of 2015, and we look forward to taking our Sports Industry Management program online in the fall of 2015. As we expand our program offerings and modalities, we are energized by the opportunity to meet a fundamental goal of a Jesuit institution: to take high-quality education to new frontiers. I look forward to the next year together and all that we will accomplish.

Most sincerely,

A handwritten signature in black ink, appearing to read "Kelly Otter".

Kelly J. Otter, Ph.D.
Dean

About Georgetown University's School of Continuing Studies

Georgetown University's School of Continuing Studies (SCS) fulfills the University's educational mission by offering a wide range of degree programs and applied learning experiences to a broad and inclusive community of students and professionals. The educational programs found within SCS combine theory with practice through rigorous curricula taught by expert practitioners, providing opportunities for students to excel academically and professionally.

Mission

From its central campus in downtown Washington, D.C., SCS delivers an accessible, student-centered experience with innovative programming. In partnership with industry and institutions, SCS explores new educational methods and practices and offers programs led by committed, expert practitioners. Students, from the U.S. and around the world, gain relevant knowledge, professional connections, and unique opportunities that enhance their abilities to excel in evolving and emerging professions.

Jesuit Values in Action

SCS provides individualized attention to its students, faculty, and staff, embodying a distinct respect for their unique circumstances and concerns and appreciating their particular gifts and insights. Our vision of quality, integrity, leadership, respect, diversity, innovation, and creativity builds an inclusive community committed to the common good, mutual respect, and equal opportunity. In keeping with the University's rich spiritual heritage, we offer opportunity for prayer and reflection for students in our Interfaith Chapel.

We believe in contemplation in action, women and men for others, and communities in diversity. We believe in reflection, creativity, knowledge of self, action for others, social justice, and looking for good in all things. All of

these are values based on the teachings of the founder of the Society of Jesus, St. Ignatius of Loyola, and they animate our curricula to inspire our faculty and students to uncover their most authentic selves.

We aim for academic excellence, as the Jesuits did when they began their first school in 1547, believing that the life of the mind is a means for uncovering truth and discovering meaning. To achieve this, the School brings top experts into the classroom, exposing students to the most current thinking and practices in a variety of academic and professional fields. We seek out students who are open to a complete experience that will help them achieve their personal, professional, and academic goals and faculty who are committed to our students' development.



Fr. Kevin O'Brien, S.J., speaks with Georgetown staff members.

Master of Professional Studies Degree Programs

The Master of Professional Studies (MPS) degree programs emphasize a balance of theoretical and applied learning through graduate-level coursework, allowing students to make connections between classroom learning and their professional fields and industries.

SCS offers 14 MPS programs in the following fields of study: Emergency & Disaster Management, Global Strategic Communications, Hospitality Management, Human Resources Management, Integrated Marketing Communications, Journalism, Program & Portfolio Management, Project Management, Public Relations & Corporate Communications, Real Estate, Sports Industry Management, Systems Engineering Management, Technology Management, and Urban & Regional Planning.

New MPS Programs Launch

Master of Professional Studies in Integrated Marketing Communications

The Integrated Marketing Communications program arms students with the skills needed to work strategically across communications disciplines and media platforms to develop and manage comprehensive marketing communications campaigns. Students learn how to execute successful brand development and creative strategies, driven by consumer research and new insights.

Executive Master of Professional Studies in Global Strategic Communications

The Global Strategic Communications program prepares current and emerging leaders to adopt a strategic and global mindset while playing the multiple roles of trusted advisors, educators, and integrators in complex global organizations. Featuring a blend of online learning, collaborative on-site residencies, and individualized activities, this yearlong program takes students around the world to explore diverse communications challenges and gain confidence in their ability to lead.

Hybrid Course Options Harness Technology to Advance Student Learning

SCS is a leader in online education at Georgetown University. With rapid changes emerging in the higher education industry, the School has harnessed technology to strengthen students' learning experience by offering flexible learning formats.

SCS currently offers either hybrid or fully online modalities of the following programs:

- Bachelor of Arts in Liberal Studies
- EMPS in Emergency & Disaster Management
- MPS in Real Estate
- MPS in Technology Management

The following programs will be introduced in hybrid or fully online formats in the coming year:

Fall 2015	EMPS in Global Strategic Communications MPS in Sports Industry Management
Spring 2016	MPS in Public Relations & Corporate Communications MPS in Project Management
Summer 2016	MPS in Integrated Marketing Communications
Fall 2016	EMPS in Program & Portfolio Management

Student Facts: MPS Programs

MPS Degree	HRM	JO	PR/CC	RE	SIM	TM	EDM	URP	HM	SEM	Total
Current Students	129	58	326	273	176	174	37	44	16	5	1218
Alumni	180	193	721	483	733	217	—	1	—	—	2557

Enrollment	Gender	Average Age	Average Work Experience	Average Admit GPA
70% part-time • 30% full-time	54% female • 46% male	29.9	3 – 6 years	3.30

As of fall 2014

Student Highlights

Passionate students connect and engage with world-renowned faculty members, leading industry practitioners, and each other to sharpen individual skills, build lifetime relationships, and make more meaningful contributions to both organizations and society.



Arianna Koudounas and Maura Brophy discussing their research on Ecodistricts.

Public Relations & Corporate Communications Student Receives NASCAR Diversity Award

In February 2015, Chloe' Kerr was presented with the NASCAR Diversity Internship Participant Award after being selected from a pool of 50 interns who had worked in the program over the past three summers. NASCAR said that Kerr displayed the utmost professionalism and immediately made an impact in integrated marketing.

Real Estate Students Place as Semifinalists in the 2015 MIT CASE Competition

A team of graduate students from the Real Estate program recently placed as a semifinalist in MIT's 2015 CASE Competition. This annual competition, hosted and organized by the Alumni Association of the MIT Center for Real Estate (AACRE), challenges teams to analyze a complex real-world development site.



Sports Industry Management students at the 2014 Emerging Leaders Seminar.

Urban & Regional Planning Students Selected to Present Research Paper at Annual Conference

Maura Brophy and Arianna Koudounas were selected to present their research paper, "Ecodistricts in the District of Columbia," at the American Planning Association's 2015 annual conference in Seattle, Washington. The paper introduced the concept of dedicated environmental districts in cities.

Journalism Student Named Award Finalist by Society of Professional Journalists

Ben Kamisar, current student and staff writer at D.C. newspaper *The Hill*, was named a finalist for a 2015 regional Mark of Excellence award through the Society of Professional Journalists. Kamisar was recognized for his 2014 piece on the hardships facing parents of Final Four basketball players, who often must spend thousands of dollars to watch their children compete.

Georgetown Student Begins Charity for Syrian Refugee Children

Zack Bazzi, a U.S. Army veteran, revisited the war-torn area in Iraq where he served and decided to offer his help to the thousands of refugee children struggling there. Along with two friends and fellow veterans, Bazzi started a charity initiative called TentEd that delivers critical school supplies and other assistance to displaced Syrian refugee children.

Five Sports Industry Management Students Make Their Mark on the NCAA at Emerging Leaders Seminar

In November 2014, the NCAA selected five Georgetown students for the Emerging Leaders Seminar, making Sports Industry Management at Georgetown one of the most well-represented teams at the conference. These students aim to work in college sports and make a difference in the lives of student-athletes.



PRCC student Chloe' Kerr is honored with the NASCAR Diversity Internship Participant Award.



Zack Bazzi at work for his charity TentEd. *Photo credit: Younes Mohammad.*

Faculty Highlights

SCS faculty members represent a balance of traditional research interests and applied professional experience. Across the disciplines, our faculty members hold advanced degrees from the Ph.D. and J.D. to the M.A., M.B.A., and M.Ed., among others. Many have also served as corporate CEOs and vice presidents. Our diverse faculty body has published academic books, novels, articles, and short stories. Regardless of their academic and professional backgrounds, our faculty members all share a true passion and respect for teaching students in accordance with Georgetown's defining Jesuit values.

Sports Industry Management Faculty Member Named to Sports Business Daily "40 Under 40"

Teri Patterson Smith, NFL Players Association deputy COO and special counsel, was named to the publication's "40 Under 40" list in recognition of her exemplary leadership. Smith's courses incorporate legal concepts, such as contracts, antitrust, labor, torts, and criminal law as applied to the sports industry.

Hospitality Management Adds Star Faculty

These leaders bring the latest in hospitality management and industry innovation directly to the classroom, providing students with the skills they need to excel in this ever-changing industry:

- Dr. Mia Mulrennan, Rave Worthy Consulting
- Stuart Damon, Star Restaurant Group
- Chris Ostapovicz, Host Hotels and Resorts
- Chris Vasiliou, Four Block; formerly Travelocity, American Airlines
- Nicole Johnson, Building for Success, LLC
- Ira Kitmacher, FDIC
- Drew Shepard, Marriott International
- Shannon Dooley, Interstate Hotels
- Ashli Johnson, Urbane Hospitality Group

Urban & Regional Planning Faculty Member Appointed General Manager of NYC Housing Authority

In spring 2015, New York City Mayor Bill de Blasio named Urban & Regional Planning faculty member Michael Kelly the general manager of the New York City Housing Authority, the country's largest public housing agency. He continued to co-teach "Affordable Housing Strategies" in the summer 2015 term.

Real Estate Faculty Member Elected as Fellow of RICS

In February 2015, full-time faculty member Glenn Williamson was elected as a Fellow of the Royal Institute of Chartered Surveyors (RICS), a global industry association that promotes and enforces the highest professional qualifications and standards in the development and management of land, real estate, construction, and infrastructure.

Emergency & Disaster Management Faculty Member Awarded Prestigious Membership

In March 2015, EDM faculty member Stephen Johnson was awarded Professional Membership of the Chartered Society of Forensic Science.

Hospitality Management's Gray Shealy Named to the Industry Advisory Board for the District of Columbia Public Schools

Executive Director Gray Shealy was named one of a handful of individuals to advise on the curricular development and industry reach of three new high schools in D.C. that will be running hospitality programs for secondary school students.

Ketchum Names Public Relations & Corporate Communications Faculty Member to Lead D.C. Office

Bill McIntyre, authority on crisis management and expert in both traditional and digital marketing campaigns, was named director of Ketchum's D.C. office. McIntyre brings 25 years of journalism and public relations experience to his new position.

Urban & Regional Planning Faculty Member Keynotes American Planning Association Conference

Faculty member Shyam Kannan keynoted the 2014 annual summit of the Washington, D.C., Chapter of the American Planning Association. Kannan, who serves as Director of Planning for the Washington Metropolitan Area Transit Authority (WMATA), focused on regional planning challenges faced by WMATA.

Alumni Highlights

Since its first graduating class in 2008, more than 2,500 students have graduated from the School of Continuing Studies MPS degree programs and have gone on to become leaders in their communities and professional fields. Our students and graduates consistently demonstrate critical thinking, creativity, and a commitment to service, which is reflected in their scholarly work and their contributions to their communities.



San Marcos, TX—Urban Search and Rescue team, Texas Task Force 2, and members of the Texas State Guard search the banks of the Blanco River to look for missing residents. *Photo Credit: Jocelyn Augustino via fema.gov.*

Emergency Management Graduate Designs Disaster Manual for Houston Flood

For her Capstone project, Nickea Bradley (G '14), a financial analyst and grants manager for the city of Houston, developed the *Finance Disaster Recovery Manual* for Houston's government and its 31 departments. When monumental floods struck the city on Memorial Day 2015, the manual she conceived, developed, and implemented with her colleagues helped city employees handle the numerous financial issues that arose during the emergency. The 72-page booklet covers key issues such as emergency cash and procurement, payroll, damage documentation, insurance requirements, and public assistance during a disaster.

Public Relations Student Wins Cicero Speechwriting Award

Greg Lemon, a graduate of the Public Relations & Corporate Communications master's program and current communications director for Rep. Joe Heck (R-Nevada), received a 2015 Cicero Speechwriting Award for his speech, "Honoring Those on Eternal Patrol." The speech takes a brief look at how America has honored its veterans, from the Revolutionary War through the two world wars of the 20th century.

Technology Management Graduate Awarded Fulbright Grant to Study at Instituto de Empresa (IE) in Madrid

Christine Lai, a technology communications consultant and program manager in Washington, D.C., has become the first graduate of Georgetown University's Technology Management program to be awarded a prestigious Fulbright grant to study and conduct research abroad. Lai, who received both the Inspiring Women in Technology Management Award and Highest Academic Achievement Award when she graduated from the program in May of 2014, is planning to study this fall at the IE (*Instituto de Empresa*) Business School in Madrid, Spain, which is consistently ranked among the top business schools in the world. With the grant, she hopes to take advantage of the IE Business School's focus on entrepreneurship and innovation.



Christine Lai, TM graduate



2015 Spirit of Georgetown Award recipient Ibrahima “Abe” Diallo with Dean Kelly Otter and Deputy Dean Walter Rankin.

The Spirit of Georgetown Award

SCS promotes Ignatian ideals by recognizing outstanding members of our community at the School’s annual Tropia Ceremony. The Spirit of Georgetown Award, created in 2010, honors a graduating student, alumnus, or alumna who exemplifies Georgetown University’s values of men and women in service to others, commitment to justice and the common good, intellectual openness, and leadership. Recipients of the award include:

- Ibrahima Diallo (G ’14), 2015
- Theresa Hilsdon (G ’13), 2014
- Sandra Strachan-Vieira (G ’05), 2013

Journalism Alumna Named to Top 40 Latinos in American Media

Elena Chiriboga (G ’13), senior web producer for *Politico Pro*, was named one of the top 40 Latinos in American Media by *Latino Voices* at the *Huffington Post*. Chiriboga covers transportation, cybersecurity, health, and financial services.

Real Estate Alumna Continues Role as Chair of Jones Lang LaSalle’s Corporate Responsibility Committee

Sara Hines (G ’11) was nominated for a second year as Chair of the Corporate Responsibility Committee for Jones Lang LaSalle. Her work includes organizing employee volunteer and team-building opportunities that target employee interests and allow for greater firm visibility and participation in the Mid-Atlantic community.

Sports Industry Management Graduate Makes Forbes’ “30 under 30” List

Jeron Smith, a Nike brand manager and alumnus of the Sports Industry Management program, has been named to *Forbes* magazine’s 2015 “30 under 30” list of people to watch. Smith was cited for his work in marketing and advertising, particularly for professional basketball.



Jeron Smith, SIM graduate



Trey Livingston, SIM graduate

Sports Industry Management Grad Named National Junior College Assistant Coach of the Year

Harvey “Trey” Livingston was recently named the 2014 National Junior College Assistant Coach of the Year by the National Soccer Coaches Association of America (NSCAA). That followed another honor, when he was among 15 men and 15 women selected from more than 600 applicants for NSCAA’s “30 Under 30” Program.

Human Resources Management Alumnus Creates New Startup Business

Alumnus Michael Heller (G ’13) started a new business based on his Capstone research paper on the topic of performance management. His company, iRevü, provides micro-feedback performance management solutions that help customers save money, improve productivity, and protect their organization by providing cloud-based, near-immediate documents performance feedback to employees.

Liberal Studies Degree Programs

The Liberal Studies programs offer an interdisciplinary education, focusing on the rich context of human history, knowledge exploration, and the pursuit of deeper meaning. The programs boast a student body with an array of personal and professional backgrounds, offering a rich classroom experience where students learn not only from their instructors but also from their peers. The Bachelor of Arts in Liberal Studies program is the University’s only part-time bachelor’s program.

40th Anniversary of Liberal Studies at Georgetown

Graduate Liberal Studies marked its 40th anniversary on Saturday, April 11, 2015. Among those extending a welcome was Dr. Joseph Pettit, former Dean of the then School of Summer & Continuing Education and founder of the Liberal Studies degree programs. Under the theme of “Celebrating Scholarship and Service,” the event acknowledged more than 2000 students who have earned the Master of Arts and Doctor of Liberal Studies degrees over the past 40 years. Several panel discussions were held featuring alumni panelists, as well as faculty moderators that included Dr. Frank Ambrosio, Dr. Elizabeth Duke, Dr. Ralph Nurnberger, and Dr. Frederick Ruf. The panels each covered one of the University’s principles, including: “Educating the Whole Person,” “Faith and Justice,” “Community in Diversity,” and “Contemplation in Action,” all of which are embodied within the mission and practice of the Graduate Liberal Studies program.



SCS Dean Kelly Otter and former Dean Joe Pettit.

Student Facts: Liberal Studies

Liberal Studies Degree	Bachelor's	Master's	Doctoral
Current Students	122	123	64
Alumni	528	1,838	33

Enrollment	Gender	Average Age	Average Work Experience	Average Admit GPA
70% part-time 30% full-time	54% female 46% male	35.2 (BALS) 37.5 (MALS) 51.1 (DLS)	6 – 9 years (BALS) 3 – 6 years (MALS)	3.49 (MALS) 3.45 (DLS)

Student Highlights

Students of the Georgetown University Liberal Studies programs embark on a challenging journey to broaden their knowledge on topics both familiar and foreign, strengthen their critical analysis, sharpen their writing, and develop insightful views of the past, present, and future—on a local, national, and international scale.

Doctor of Liberal Studies Candidate Awarded Two Superior Honor Group Awards

Jennifer Phillips was named a recipient of the Superior Honor Group Award for the USAID Office of U.S. Foreign Disaster (OFDA) Iraq Complex Emergency Response Management Team and Disaster Assistance Response Team (DART). She received the honor in recognition of leading the U.S. government’s humanitarian efforts to assist Iraqis stranded on Sinjar Mountain. Jennifer is also a recipient of the Superior Honor Group Award for the OFDA Philippines Typhoon Response Management Team in recognition for providing extraordinary effort and leadership in response to Typhoon Haiyan.

Seven Bachelor of Arts in Liberal Studies Students Inducted into Honor Society

In March 2015, seven students were inducted into the *Gamma Tau* chapter of *Alpha Sigma Lambda*, the national honorary society for adult undergraduate students. At Georgetown, this honor is reserved for undergraduate students who have earned a cumulative GPA of at least 3.5 on at least 30 credits taken at the University.



2015 *Alpha Sigma Lambda* inductees.

Faculty Highlights

The faculty members teaching in the Graduate Liberal Studies Degree programs are primarily Georgetown University faculty members drawn from the various departments of the University, seasoned in teaching adults in interdisciplinary courses. The faculty also includes adjunct professors who combine their active professional careers with classroom teaching.

Associate Dean Kiernan Appointed to Curriculum Oversight Committee of Jesuit Organization

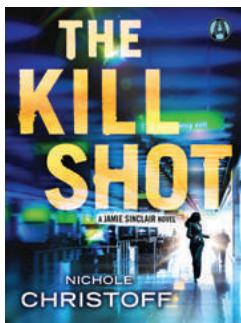
Dr. Vincent Kiernan was appointed to the curriculum oversight committee of Jesuit Commons: Higher Education at the Margins, a joint project of Georgetown and other Jesuit institutions that provides online education to refugees in Africa and Asia.

Graduate Liberal Studies' Dr. Frank Ambrosio Receives Faculty Award

Dr. Frank Ambrosio has been selected by the Association of Graduate Liberal Studies Programs as the recipient of the 2015 AGLSP Annual Faculty Award. This award honors the superb faculty members who teach and inspire adult students, both within and outside of the classroom.

Alumni Highlights

As liberal studies degree program graduates, students join a community of intellectually curious and professionally ambitious leaders dedicated to the pursuit of knowledge. Since the first graduating class in 1978, more than 2,300 students have graduated from SCS's liberal studies programs.



MALS graduate Christa Selnick's latest novel.

Master of Arts in Liberal Studies Graduate Publishes Second Popular Novel

Christa Selnick (G '12) saw her second popular novel, *The Kill Shot*, published by Random House. Writing under the name of Nichole Christoff, she is currently completing the third installment in the series, slated for release in October 2015.

Doctor of Liberal Studies Graduate Joins Stockton University as Tenured Assistant Professor

Keith Diener (G '14) joined Stockton University in Galloway, New Jersey, as a tenured assistant professor of business law and ethics. He was recently the recipient of George Washington University law school's "Dedication in Teaching Award" and the Society for Business Ethics' (SBE) "Founders' Award."

Bernard T. Osher Foundation Funds \$1 Million Endowment for Student Scholarships

In April 2015, the organization announced a \$1 million endowment to fund student scholarships at Georgetown for years to come. The Foundation awarded the Bachelor of Arts in Liberal Studies program \$50,000 for student scholarships for the 2014–2015 academic year.

Graduate Liberal Studies Alumna Awarded "Excellence in Journalism"

The American News Women's Club honored *CBS This Morning* co-host Norah O'Donnell (G '03) and awarded her the "Excellence in Journalism" award at their annual gala at the National Press Club.

Center for Continuing & Professional Education

Georgetown University's Center for Continuing & Professional Education (CCPE) empowers individuals and organizations to make meaningful, positive, and lasting change through professional education and training. The Center designs and offers highly applied and engaging non-credit professional education to meet the demands of changing professional and educational landscapes.

CCPE offers more than 30 professional certificate programs in project management, data analytics, education, healthcare, business, finance, leadership, marketing, and policy, and serves a wide range of students, including young professionals rising through the ranks, parents returning to the workforce, and retired seniors looking to learn a new skill.

CCPE	FY 2013	FY 2014	FY 2015
Students Enrolled	2,541	2,906*	2,435
Total Registrations	7,337	7,739	8,553
Certificates Conferred	712	709	798

* Includes 675 students enrolled during the Furloughed Employee Program in October 2013.

Corporate & Custom Education and Training

CCPE has developed a wide range of successful programs for corporate, nonprofit, and government organizations—from leadership development to communications to public health. Current and former clients include:

- Dog Tag Bakery
- United Service Organizations (USO)
- Georgetown School of Foreign Service in Qatar
- Cristo Rey High School Network
- KIPP Charter High Schools
- Department of Commerce
- National Institute of Children's Health & Development
- Consumer Financial Protection Bureau
- United States Food & Drug Administration
- Indonesian National Development Planning Agency
- United States Army
- Institute for Diversity & Health Management
- Heritage Foundation
- International Security Management Association

Paralegal Studies Program

SCS's Paralegal Studies Program is the only paralegal program in Washington, D.C., certified by the American Bar Association—an important credential for most major legal employers. The program, highly respected within the legal community, is designed to contribute to the development of the paralegal profession by offering students quality education. Students develop the focused skills and the essential knowledge needed to be effective paralegals who create immediate value in a competitive professional marketplace.

Highlights

The Center for Continuing & Professional Education and the Human Resources Management Program Develop New Certificate Program

The Center for Continuing & Professional Education partnered with the Human Resources Management program to develop a new Strategic Diversity & Inclusion Certificate program. The program is grounded in research demonstrating that embracing diversity and inclusion can bring a broader range of mindsets and backgrounds into the organization, leading to more effective decision-making and drawing in a wider customer base. This led to a partnership with Bon Secours Healthcare, which allowed students to work with the organization to address critical organizational diversity and inclusion issues.



Staff from the Center for Continuing & Professional Education conduct a Higher Education Management Certificate course for Georgetown staff in Qatar.

CCPE Receives 11th Hour Award for Leadership in Times of Crisis

CCPE won the 2015 11th Hour Award for Leadership in Times of Crisis from the University Professional and Continuing Education Association (UPCEA) for the Furloughed Government Employee program of October 2013. The award is given to an individual or team “in recognition of exemplary character, ethics, and decisive action in times of crisis, defined as a threat to the organization or institution, sudden or unexpected change, evident need for response, and limited time to make decisions.” The Furloughed Government Employee program offered 675 furloughed federal employees and contractors free courses and seminars at SCS during the 16-day federal government shutdown.



SCS staff members receiving the 2015 11th Hour Award for Leadership in Times of Crisis.

CCPE and Dog Tag Bakery Prepare Veterans for Business Careers

CCPE has partnered with the Dog Tag Bakery to teach business and leadership skills to veterans and wounded warriors. To ensure its employees have the business acumen to run a business, Dog Tag Bakery partnered with CCPE to customize its Certificate in Business Administration for its fellows. In addition to studying business fundamentals, such as marketing, accounting, and finance, Dog Tag Bakery fellows learn statistics, entrepreneurship, and effective business communication. They also meet with industry experts to gain insight into careers across a variety of professions and industries, from technology to nonprofit management to real estate. The goal is to combine the knowledge gained in class with practical real-world skills to create a powerful learning experience that enables veterans to attain their career goals.

Academy for Innovative Higher Education Leadership

The Academy for Innovative Higher Education Leadership, a partnership between Arizona State University and Georgetown University, is the premier training ground for those who aspire to senior leadership positions in higher education and those who want to lead organizational change at colleges and universities in the future. Rather than emphasize the tactical day-to-day aspects of leading today’s institutions, the eight-month, design-based program focuses exclusively on bringing ideas to practice, linking theory to relevant applications, and scaling innovations in teaching and learning, leadership, finance, and technology that can transform higher education institutions today and in the future.



Dog Tag Bakery in the Georgetown neighborhood.

Georgetown Summer School

Each year, undergraduate and graduate students from across Georgetown University and other institutions choose from more than 250 courses within 35 subject areas to fulfill their degree requirements or dig deeper into fields of interest. Georgetown University Summer School also offers select undergraduate courses online. These online courses are designed and taught by Georgetown's faculty members, in consultation with Georgetown's Center for New Designs in Learning and Scholarship (CNDLS). The courses feature the same content and objectives as on-campus courses offered in the fall, spring, and summer.

Community-based Learning Courses

Georgetown Summer School offers students the opportunity to take community-based learning (CBL) courses. These courses are applied learning experiences that incorporate community service as part of the curriculum in the spirit of Georgetown University's mission and values. Students provide valuable service to under-served and under-represented populations at a local community partner organization.

International Institutes

Each summer, Georgetown University Summer School welcomes students from institutions around the world through inter-institutional partnership agreements. These partnerships invite select students to the Honors Institute at the Georgetown University Summer School. Students have the opportunity to study with world-renowned faculty who are leading scholars in fields such as international relations, business, foreign languages, humanities, and the arts. The Honors Institute provides international students with the unique opportunity to study in and explore one of the most diverse, popular, and exciting cities in the United States.



Summer School students have the opportunity to meet fellow students from across the country.



Summer School students can take courses both on-campus and online.

Summer Programs for High School Students

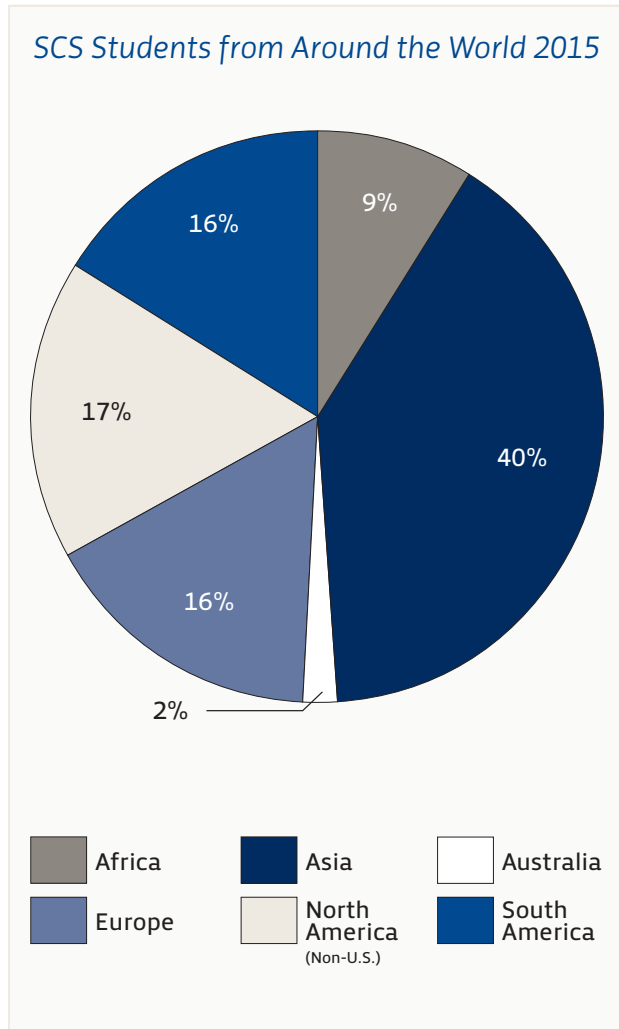
SCS offers exciting summer programs that give high school students the opportunity to explore their passions and experience college life. Learning opportunities last from eight days to 10 weeks in subjects ranging from medicine and law to forensic science and creative writing. Students also have the ability to take undergraduate courses for college credit. Approximately 2,300 high school students come to Georgetown's campus each summer.

Summer High School Programs in Medicine

In partnership with the Georgetown University Medical Center, the Summer High School Medical Programs successfully offered eight programs in 2014 that enrolled almost 650 students interested in exploring the fascinating field of medicine.

Campus Without Boundaries

SCS is an engine for novel and innovative educational programming within the University. With an international student body and extensive opportunities for global travel, SCS seeks to embed a global perspective in all programs.



Real Estate students in Europe.

Real Estate in Germany and Poland

In the fall of 2014, the Real Estate program took eight students to Expo Real, an international real estate trade conference in Munich, as part of the “Exploring Opportunities in Europe” course. The group also traveled to Warsaw to visit residential projects and examine sustainable development initiatives, as well as to Berlin to view historical sites that contributed to the city’s culture and development.



Technology Management students visit Italy.

Global Perspectives: International Course Options

SCS offers students the opportunity to apply what they learn in the classroom in a global setting, framing their experience with an international perspective.

Urban & Regional Planning in China

In spring 2015, a group of seven students enrolled in the Urban and Regional Studies program’s “Pacific Cities Sustainability” course traveled to Beijing, Suzhou, and Shanghai for a nine-day immersive learning experience. The course explores urban sustainability leadership in the context of unprecedented urban development across Asia.

Technology Management in Italy

In June 2015, Associate Dean Beverly Magda, Ph.D., and faculty member Cindy Bonfini-Hotlosz took students to Italy as part of the Technology Management program’s international immersion course “Architecting Transformation: Strategy, Vision, & Re-Inventing Technology.”

Community Engagement & Cross-Campus Partnerships

SCS is committed to making an impact in the Washington, D.C., community by forming meaningful ties with local businesses, government groups, and nonprofit organizations. SCS regularly invites community members to our downtown D.C. campus to participate in various cultural, academic, and service events. SCS seeks to foster a culture of community engagement that spans beyond the classroom.



Students volunteer during D.C. Public Schools Beautification Day.



1776 offers workspace to SCS students, faculty, and staff.



From left to right: Tom Campbell, Technologist and TM Faculty Member; Georgetown President John J. DeGioia; SCS Dean Kelly Otter; William Cho, President, LG Electronics USA; John Taylor, Vice President of Public Affairs and Communications, LG Electronics USA.

Service Days

SCS continued its tradition of holding both fall and spring service days. This year, students, staff, and faculty visited the Asian & Pacific Islander Senior Service Center, Central Union Mission, and local schools to assist in preparing classrooms, housekeeping, sorting donations, and other tasks. The Martin Luther King Jr. Day of Service brought together hundreds of members of the Georgetown University community and the Cesar Chavez Public Charter School network to engage in various service projects, from creating care packages for NIH Children's Inn, to sandwich-making for Martha's Table, to working with the elderly at Carver 2000.

1776 Entrepreneurship Partnership

In the 2014–2015 academic year, SCS partnered with 1776, a D.C.-based incubator dedicated to providing resources to local entrepreneurs. Students, faculty, and staff have access to reserved work space at the 1776 campus and can connect with the robust community of startup activity located there, including mentorship, corporate connections, media attention, and access to events featuring the District's burgeoning startup community.

Georgetown University LG Digital Broadcast Studio

Georgetown University has officially dedicated the "Georgetown University LG Digital Broadcast Studio" that provides students and faculty with some of the most advanced digital technology available in an educational setting. The LG Digital Studio features seven LG 84-inch 4K Ultra HD displays as well as other cutting-edge monitors, HDTVs and broadcast equipment. LG's state-of-the-art 4K visual technology provides four times the resolution of a conventional HDTV, allowing for richer, more detailed, digital broadcast-quality production. The digital studio is made possible, in large part, through a landmark educational partnership with LG Electronics USA.

Community Engagement

Georgetown University
Summer College Immersion
Program (Cristo Rey/KIPP)



The Georgetown University College Immersion Program is a three-week experience that gives students from the Cristo Rey Network and KIPP Foundation the opportunity to take college-level courses, live in residence halls, and interact with Georgetown University students, as well as other high-achieving high school students from across the country. The Maurineau Foundation, with support from Georgetown University, covers the full cost of tuition and provides a \$500 stipend to those who successfully complete the program.



Cristo Rey students in class at the Summer Institute for College Preparation.

UPCEA 100th Conference
Leadership Reception

As a proud member institution, SCS partnered with the University Professional and Continuing Education Association (UPCEA) to host the UPCEA 100th Annual Conference Leadership Reception. Deans, provosts, and continuing and professional education scholars from institutions and organizations across the country joined leaders from the University at the SCS campus. The evening's event featured a keynote address from Kaya Henderson, Chancellor of D.C. Public Schools, who spoke about her efforts to implement high standards and develop the District's teaching force.



From left to right: Georgetown Provost Robert Groves; Amy Heitzman, Chief Learning Officer, UPCEA; D.C. Public Schools Chancellor Kaya Henderson; SCS Dean Kelly Otter; Robert Hanson, CEO, UPCEA.

Dog Tag Bakery

The Dog Tag Bakery-Georgetown University partnership is an innovative six-month training program that fosters the growth of driven, entrepreneurial-minded wounded veterans and their spouses through a world-class education, ample leadership development opportunities, and a personalized business management rotation. Dog Tag Bakery, located in the Georgetown neighborhood, opened in 2014.



10 Years After the First Pitch: How the Washington Nationals Have Scored in the Nation's Capital

During an April 2015 forum, several key players in the effort to bring baseball back to D.C.—including Nationals Principal Owner Mark Lerner and former D.C. Mayor Anthony Williams—discussed their dreams of bringing Major League Baseball back to Washington and revitalizing an underutilized part of the city.

Georgetown University Ranked #1 University for Veterans by U.S. News & World Report

In the 2014–2015 academic year, SCS had more than 150 student veterans enrolled, more than any other school at Georgetown. By participating in federal initiatives to help veterans and active-duty service members apply, pay for, and complete their degrees, the School makes professional advancement possible for veterans from all backgrounds. Additionally, hybrid and online formats and classes scheduled in the evening provide convenient options for pursuing a degree.

Cross-Campus Partnerships

Throughout the year SCS partners with many other Georgetown offices on various projects, including program development, research initiatives, panel discussions, and student services. These are just a few examples of the many University partnerships forged this year.

Hospitality Management Program Talks with Undergraduates About Careers in the Industry

A hospitality club has been created for undergraduate students at Georgetown to provide a resource for students interested in the hospitality industry. As part of the club's inaugural meeting, executive director Gray Shealy and club president Naz Yavuz assembled a panel to explore where the industry is going, what career opportunities are available, and an even more basic question: just what is hospitality, anyway?



Hospitality Management panel discussion for undergraduate students.

Human Resources Management and the Center for Continuing & Professional Education Develop New Certificate Program

The Human Resources Management program partnered with the Center for Continuing & Professional Education to develop a new Strategic Diversity & Inclusion Certificate program. The program is grounded in research that demonstrates how embracing diversity and inclusion can bring a broader range of mindsets and backgrounds into the organization, ultimately leading to more effective decision-making and drawing in a wider customer base. This led to a partnership with Bon Secours Healthcare, which allowed students to work with the organization to address critical organizational diversity and inclusion issues.

CSIC Collaboration with the Georgetown University Center for Child and Human Development

The Center for Social Impact Communication (CSIC) began a six-month collaboration with the Georgetown University Center for Child and Human Development (GUCCHD) in April 2015. CSIC is working with the group on a custom training and consulting project that applies CSIC's research in order to build a refreshed organizational narrative and strategic messaging for GUCCHD.

Professional Writing Center

In partnership with Georgetown's English Department, SCS created the Professional Writing Center, which offers customized business writing workshops and one-on-one business writing coaching to organizations. Clients include Kellogg Company, M Booth, and Share Our Strength.

Urban & Regional Planning and Georgetown Law Center Collaboration: "Urban Planning Laboratory: Washington's East End Rising"

In spring 2015, the Urban & Regional Planning program conducted a joint class with the Georgetown Law Center entitled "East End Rising." This studio-based class explored place-based neighborhood planning and governance issues in the corridor between the Washington Convention Center and Union Station.



The Walter E. Washington Convention Center is a short walk from the SCS campus.

Scholarships

In keeping with Georgetown's Catholic and Jesuit heritage, and informed by our commitment to living as women and men in service to others, SCS offers scholarships to honor those who have made a commitment to spend a year in service with the following organizations. The School also provides scholarships to employees of select organizations.

Jesuit Volunteer Corps Service Scholarship

Former Jesuit Volunteer Corps members bring unique, valuable perspectives to the classroom through their experiences serving their communities. Georgetown honors these perspectives and experiences by providing a 15 percent tuition scholarship to eligible students.



City Year Give a Year Partnership

Former City Year volunteers bring innovative insights to the classroom through their experiences serving urban communities across the country. Georgetown provides one 25 percent tuition scholarship and an unlimited number of 15 percent tuition scholarships to eligible students who have served in this program.



Segal AmeriCorps Education Award Program

Former AmeriCorps volunteers bring diversity to the classroom through experiences serving at nonprofits, schools, public agencies, and community and faith-based groups across the country. Georgetown honors those who have made this commitment by providing a 15 percent tuition scholarship to eligible students.



World Bank Staff Association Scholarship

World Bank staff members contribute a seasoned international perspective to classroom discourse. In recognition of the value of this experience, SCS provides a 10 percent tuition scholarship for Master of Professional Studies and Executive Master of Professional Studies degree program recipients.



D.C. Building Industry Association (DCBIA) Opportunity Scholarship

DCBIA will fund one scholarship to cover 100 percent of the cost of tuition needed to complete the MPS Real Estate program. This scholarship is available to a District resident whose holistic background and experience reflect his or her unique contributions to diversity within the Georgetown community.



Bachelor of Arts in Liberal Studies Scholarships

The Bachelor of Arts in Liberal Studies program awarded \$5,000 scholarships to 20 students – totaling \$100,000 – over the fall 2014 and spring 2015 semesters.

The Osher Reentry Scholarship program, with support from the Bernard Osher Foundation, is available to new, incoming students of the Bachelor of Arts in Liberal Studies program. The Foundation awarded the program \$50,000 for student scholarships for the 2014–2015 academic year and a \$1 million endowment to fund student scholarships in future years.

The Walter Ciszek Scholarship program, with support from Georgetown University, is available to existing students in the program. These scholarships are available to students who can demonstrate financial need and are committed to earning their bachelor's degree.

The LaFarge Scholarship program awards two scholarships: one to a student entering the program after studying at Northern Virginia Community College and one to a student entering the program after studying at Prince George's Community College. The program provides a 50 percent tuition scholarship to eligible students.



Vincent Kiernan, Ph.D., Associate Dean of Bachelor of Arts in Liberal Studies and program student Beverly Price.

Expert Faculty

SCS faculty members are drawn from a wide range of academic, corporate, government and nonprofit institutions, organizations, and agencies. They are thought leaders in their fields and industries and are committed to educating the future leaders of their respective fields. The following is a list of top faculty from across SCS programs:

Matthew Apuzzo

Pulitzer Prize-Winning Journalist,
The New York Times
JOURNALISM
“Ethics in Journalism”

Bradley Blakeman, J.D.

Principal, The 1600 Group, LLC; and a contributor to *Fox News* and *Newsmax*
SEMESTER IN WASHINGTON D.C. PROGRAM; GEORGETOWN GLOBAL EDUCATION INSTITUTE
“Politics and Public Policy”

Joe Briggs

Public Policy Counsel, National Football League Players Association
SPORTS INDUSTRY MANAGEMENT
“Applied Ethics in Sports”

Barbara Coons

Senior Vice President, Edelman Berland
PUBLIC RELATIONS & CORPORATE COMMUNICATIONS
“Communications Research”

Stuart Damon

Principal and Managing Member of Star Restaurant Group, LLC
HOSPITALITY MANAGEMENT
“Managerial Accounting and Finance: Analysis and Decision-Making for Hospitality Operations”

Mark Gray, Ph.D.

Director of CARA Catholic Polls, Georgetown University Center for Applied Research in the Apostolate
BACHELOR OF ARTS IN LIBERAL STUDIES
“Discovery: The History, Politics, and Future of Human Exploration”

Gregory Havrilak, Ph.D.

Adjunct Instructor, Georgetown University
BACHELOR OF ARTS IN LIBERAL STUDIES SEMESTER IN WASHINGTON D.C. PROGRAM
“The 1960s: Culture and Conflict”

Linda Kramer Jenning

Washington Editor, *Glamour*
JOURNALISM
“Storytelling for Change”

Stephen Johnson

International Threat Assessment and Forensics Expert
EMERGENCY & DISASTER MANAGEMENT
“Domestic Terrorism”

M. Shawn Krantz

Principal, Brownstone Capital, LLC
REAL ESTATE
“Real Estate Investments”

Salil Mehta

Statistician and Econometrician
CENTER FOR CONTINUING & PROFESSIONAL EDUCATION
“Classical Data Analytics”

Joshua Murphy

Senior Spatial Analyst, National Oceanic and Atmospheric Administration
URBAN & REGIONAL PLANNING
“Geographic Information Systems”

Sukari Pinnock

President and CEO, ShiftWork Consulting
HUMAN RESOURCES MANAGEMENT
“Theories of Diversity and Inclusion”

Rory F. Quirk, J.D.

Author, *War and Peace: The Memoir of an American Family* (2009)
GRADUATE LIBERAL STUDIES
“The Court, The Constitution, and the Shaping of the American Nation”

Lisa Schlosser

Deputy Federal Chief Information Officer
TECHNOLOGY MANAGEMENT
“Managing Technology”



Joe Briggs
MPS Sports Industry Management



Linda Kramer Jenning
MPS Journalism



Joshua Murphy
MPS Urban & Regional Planning

SCS in the News

Media outlets from around the world frequently look to SCS's expert faculty and executive leadership for commentary on current events and industry trends. The following is a list of notable interviews and articles published in popular media.

"I don't think anybody believes those little spikes will stop anybody, certainly not on their own. It's a perception strategy. An individual can always circumvent these things. It's like airline safety. Someone is going to find a way around an individual deterrent."

—Uwe Brandes

"The White House Needs a New Fence (No, A Moat Won't Work)"
Wired.com

Uwe Brandes, Executive Director
Urban & Regional Planning

"We still have a lot of work ahead of us to build and maintain opportunities for student engagement, particularly as we expand our online program options. Our goal is to provide relevant, meaningful opportunities that not only respond to, but eventually anticipate, our students' expectations."

—Walter Rankin, Ph.D.

"Three Ways to Drive Student Engagement and Success"

The EvoLLLution
Walter Rankin, Ph.D., Deputy Dean
School of Continuing Studies

"I see the classroom as not only a way to learn about the foundations of hospitality, and the academic theories of hospitality, but also learn from the people who have done it for many years, and learn how they run the business of hospitality. At the same time, it's also about meeting significant players in the industry because at the end of the day, hospitality is largely about who you know. So the University is also looking at itself as a business model, and not only an academic model, which I think is quite different."

—Gray Shealy

"Georgetown University Is Rewriting the Manual for Hotel Executive Training"
Skift.com

Gray Shealy, Executive Director
Hospitality Management

"Dog Tag provides a very nice runway for [veterans], kind of a safe environment where they can really understand how the skills they've acquired in service in active duty can apply in the real world. The program combines both the theory and learning with the experiential. As fellows in the bakery, they have to apply what they learn immediately, and I think that's one of the most powerful types of learning when you can apply and experience it."

—Edwin Schmierer

"How This Bakery Helps Military Vets Re-Enter the Workforce"

Good Morning America
Edwin Schmierer, Associate Dean
Center for Continuing & Professional Education

"The definition of 'luxury' today is largely dependent on whom is being addressed: sometimes it's personalization, sometimes it's 'lifestyle,' and sometimes, it is traditional opulence."

—Gray Shealy

"Revolutionizing the Future of Hospitality Education"

Luxury Hoteliers Magazine
Gray Shealy, Executive Director
Hospitality Management

"[Emergencies are] a blur for a lot of people. I don't think they're in a conscious state. They look around the rest of the train and mirror what other people do."

—Randall Griffin

"If You Were Trapped in a Smoke-filled Metro Train, What Would You Have Done?"

Washington Post
Randall Griffin, Adjunct Instructor
Emergency & Disaster Management

"They are one of the top brand names in baseball, [and] they play in the massive LA market. The west coast teams are also prudent in tapping into the Asia market, which does have an affinity for professional baseball."

—Jimmy Lynn

"Los Angeles Dodgers Ownership Stake in Play"

The Wall Street Journal
Jimmy Lynn, Special Advisor
Sports Industry Management

Centers & Institutes

Center for Social Impact Communication

Georgetown University's Center for Social Impact Communication (CSIC) is a leading educational resource that conducts research that elevates the discipline by pioneering industry standards in responsible communication practices and by educating and inspiring the professionals who lead the way in creating positive social impact through their work.

From its inception in 2007 to 2015, students within the within CSIC's signature "Cause Consulting" course have served 50 nonprofits and socially responsible businesses in the DC-metro area and throughout the country, providing over 13,000 hours and almost \$2 million worth of pro bono public relations and marketing services. Through the "Cause Consulting" course, students partner with social impact clients, including nonprofits and socially responsible businesses, to develop sustainable communications systems, tools, and training. The students help build capacity for the organizations and provide a key resource for making a positive impact on critical social issues.

Center for Media, Culture & Social Good

Founded in the fall of 2013, the Center for Media, Culture & Social Good (CMCSG) hosts panel discussions and film screenings and conducts research to promote deeper levels of engagement to help us, as a community, better understand not merely how we are affected by popular media, but, more significantly, how we can influence that media through our informed reception of it.

Institute for Transformational Leadership

The Institute for Transformational Leadership (ITL) is an international center for inquiry, research, and education about the nature and requirements of leadership in the 21st century. ITL brings together an established and growing community of the world's top organizational thinkers, leaders, and coaches from diverse fields and professions. These individuals are active and passionate contributors to the strategic investment in leadership development and experiential learning opportunities that transform people, organizations, communities, and cultures. The Institute offers cutting-edge courses, seminars, and conferences, and is dedicated to applied research in the fields of coaching, leadership, and human development.

Search Inside Yourself Leadership Institute

Georgetown's Institute for Transformational Leadership (ITL) partnered with the Search Inside Yourself Leadership Institute (SIYLI) for the second time in May

2015 to bring the SIY program to Washington, D.C. With more than 100 people in attendance at the two-day event, instructors Linda Curtis and Simon Moyes helped participants integrate the key building blocks of well-being: mindfulness-based emotional intelligence, mental and emotional resilience, and engagement.

Georgetown Global Education Institute

The Georgetown Global Education Institute (GGEI) is an international executive training program that provides education, training, and mentoring to leaders and administrators from leading and emerging economies.

During the past academic year, GGEI provided custom international executive education programs for leaders from business, government, and industry. Clients included Global Fortune 100 companies such as the China Construction Bank (CCB) and the China National Offshore Oil Corporation (CNOOC). Members of Japan's National Diet and Japanese Prefectural Assembly also participated in two leadership development programs.

The following is a list of GGEI programs from the past academic year:

- China Construction Bank
- China National Offshore Oil Corporation
- Japanese Leadership Program
- Guangdong Province Leadership Program
- China Ministry of Agriculture Program

SCS and the University have created an interactive network of institutions and organizations that provide expertise in the areas of urban development, financial management, sustainability, public policy, and innovation and entrepreneurship. Program participants travel to various cities in the U.S. and gain the knowledge they need to better understand global, national, and regional issues facing governments and businesses today, as well as the strategies needed to address those issues. GGEI is an initiative of the Georgetown Office of the President and is administered by the Georgetown Office of the Chief Operating Officer and the SCS Office of the Dean.



Students listen to a GGEI program lecture.

Academic Research

The School of Continuing Studies' staff and faculty have expertise in a wide range of fields. Faculty members' research interests and areas of expertise include: communications, public relations, social media, and cause engagement; higher education management and program development; humanities and social sciences; human resources management, organizational development, and diversity and inclusion; technology management and online education; real estate and urban planning; and sports management and marketing. The following is a list highlighting recent publications from SCS's distinguished scholars:

Academic Publications

- Gray, M. (2014).**
Bridging the Gap: The Opportunities and Challenges of International Priests Ministering in the United States.
- Gray, M. (2015).**
"Your Average American Catholic." *America Magazine.*
- Harrison, B., Mülberg, J. (2014).**
Leadership Communication: How Leaders Communicate and How Communicators Lead in Today's Global Enterprise.
- Kiernan, V. (2014).**
"Source Diversity Among Journals Cited in Science Times." *Public Understanding of Science.*
- Levine, A. (2015).**
"Launching A Leading Edge Certificate Program: A Market-Driven Approach." *The EvoLLLution.*
- Magda, B. (2015).**
"Communications and Information Sharing in Public-Private Partnerships: Networking for Emergency Management." *Emergency Management and Disaster Response Utilizing Public-Private Partnerships.*
- Neimeyer, C. (2015).**
The Chesapeake Campaigns During the War of 1812.
- Rankin, W. (2015).**
"Three Ways to Drive Student Engagement and Success." *The EvoLLLution.*

Conference Presentations

- Brandes, U. (2014).**
"Getting Integrated; Getting Comprehensive; Getting Outcome-Oriented." Presented at Training Workshop and National Forum on Maximising the Value of Public Real Estate: Catalysing Urban (Re)Generation.
- Briggs, J. (2015).**
"Fans are Not Enough: Why Unions Matter in Entertainment and Sports." Presented at the UCLA Institute for Research on Labor & Employment.
- Buckley, W. (2014).**
"How Ebola Helped STEM Rescue Global Health." Presented at the Maryland Collegiate STEM Conference.
- Burns, K., Levine, A. (2014).**
"Launching the Leading-Edge Professional Certificate Program." Presented at the 2014 UPCEA Mid-Atlantic Conference.

- Consolo, K. (2015).**
"Georgetown Downtown: Universities as Catalysts for the Redevelopment of Downtowns." Presented to the International Town & Gown Association.
- Garvin, S., Consolo, K. (2015).**
"The Good, the Bad, and the Ugly: Lessons Learned in State Authorization." Presented at the 2015 UPCEA Summit for Online Leadership and Strategy.
- Goldwater, R. (2014).**
"Student Focus: Connecting with Industry Executives." Presented to the International Association of Venue Managers.
- Kiernan, V. (2014).**
"The New York Times and the 'Elixir of Life.'" Presented at the American Journalism Historians Association Conference.
- Levine, A., Burns, K. (2015).**
"From Pyramids to Puzzles: Building an Empowered Administrative Team." Presented at UPCEA National Conference.
- Magda, B., Gilroy, J. (2014).**
"Developing the Digital C-Suite." Presented at ASAE Technology Conference and Expo.
- Otter, K. (2014).**
"Adult Undergraduates in 2014 and Beyond: An Overview of the Profiles, Priorities, and Paths to Persistence and Success That Guide Their Decision-Making Processes." Presented at Ruffalo Noel-Levitz 2014 National Conference on Student Recruitment, Marketing, and Retention.
- Otter, K., Griffin, J. (2014).**
"It Takes a Village: How Stakeholder Engagement is the Key to Strategic Success." Presented at PMI Global Congress 2014.
- Otter, K., Krause, A., Thompson, S., Weil, C. (2015)**
"Local Leaders: Collaboration That Drives Innovation." Presented at UPCEA 100th Annual Conference.
- Pooley, B., Trybus, J. (2015).**
"Stories Worth Telling: How to Bring Your Organization's Mission to Life Through Storytelling." Presented at the Public Relations Society of America Chesapeake Conference.
- Shealy, G. (2014).**
"Balancing Expectations across Diverse Generations of Luxury Guests Through Experiences, Design, and Service." Presented at the International Luxury Hotel Association Fast Forward 2020 Conference.
- Williamson, G. (2014).**
"Comparing Economic and Ecological Benefits of Green Roof Systems." Presented at the 2014 Cities Alive, the 12th Annual Green Roof and Wall Conference.

Industry & Field Connections



Rolando Arrieta helps produce audio as NPR correspondent John Hamilton talks to hairdressers in Monrovia, Liberia, about losing clients due to the widespread fear of contracting Ebola. *Credit: Michaeleen Doudeff, October 2014.*

Journalism Instructors Win Peabody Award for NPR Ebola Coverage

Rolando Arrieta and Ben de la Cruz, instructors for the Journalism program, are part of an NPR team that won a prestigious George Foster Peabody Award for its 2014 coverage of the Ebola epidemic. Arrieta, NPR's news production and operations manager, and de la Cruz, a multimedia editor with the network who was the lead photo editor on the project, served in a core group of about 40 journalists that covered the epidemic.

DowntownDC BID and Georgetown University Form Research Partnership

In the spring of 2015, the Urban & Regional Planning program and the DowntownDC Business Improvement District formally established an exciting relationship to coordinate their research agendas in a way that will benefit both parties. The agreement will afford both Georgetown University and the BID new opportunities to collaborate on interdisciplinary research, coordinate faculty and student research projects, and jointly promote and distribute research findings to key stakeholders.



Journalism students at the second annual job fair.

Progressive Nation Building in the Age of Digital Diplomacy

In October 2014, the Technology Management program and Systems Engineering Management program co-hosted a panel discussion to explore how digital trends can impact foreign policy and world events. Event partners included the British Council, the Government of Kosovo, the Digital Diplomacy Coalition, and Portland Communications. The Norwegian Ministry of Foreign Affairs and the Kosovo Ministry of Foreign Affairs were additional sponsors.

Sports Industry Management Special Advisor Named to Board of Congressionally Chartered Foundation

In February, Health and Human Services Secretary Sylvia M. Burwell appointed Sports Industry Management Special Advisor Jimmy Lynn to the board of directors of the National Foundation on Fitness, Sports, and Nutrition (NFFSN). NFFSN was chartered by Congress to raise funds for the 60-year-old President's Council on Fitness, Sports, and Nutrition.

Second Annual Journalism Job Fair Attracts Major Media Outlets

The Journalism program hosted its second annual job fair in March 2015 to benefit students and members of five area professional journalism organizations. The event, which brought in 300 job seekers, provided attendees with opportunities to connect with representatives from 18 major news organizations, including *CBS News*, *The Washington Post*, and *POLITICO*.



One of many job fairs hosted at SCS throughout the year.

Industry Leading Speakers

Students, faculty, and staff at Georgetown University’s School of Continuing Studies enjoy the opportunity to augment classroom content through exposure to thought leadership. Notable speakers and events over the course of the 2014–2015 academic year include:

“Ten Years After the First Pitch: How the Washington Nationals and Nationals Park Scored in the Nation’s Capital”

Mark Lerner, Michael Stevens, and Hon. Anthony Williams
Principal Owner, Washington Nationals
President, Capitol Riverfront Business Improvement District
CEO, Federal City Council;
Former Mayor, Washington, D.C.

“Called to Lead: What Does a Latin American Pope Mean for Young Latino Leaders?”

Cardinal Theodore McCarrick
Cardinal of the Roman Catholic Church and Former Archbishop of Washington

“The Uninvited Guest: Hospitality Greets Disaster Management”

Dr. Tyra Hilliard, Bob Mellinger and Philip Palin
Global Tourism & Hospitality Consultant and Former Professor, George Washington University
President, Attainium Corporation
Senior Advisor, Department of Homeland Security and Project Manager, Regional Catastrophic Preparedness Grant Program

“The Business of eSports”

Sean “Day9” Plott, Rod “Slasher” Breslau, Ben Goldhaber, and Chris Radtke
eSports Host, Personality, and Game Developer
Co-Founder, GameSpot; Former eSports Journalist
Director of Content Marketing, Twitch.tv
Director of Content Strategy, Ziff Davis



Top: Former presidential speechwriters Michael Gerson and Jon Favreau speak about faith and work in public life. *Bottom Left:* Cardinal Theodore McCarrick speaks with one of his lecture attendees. *Bottom Right:* Adm. Thad Allen (Ret.) delivers Commencement address and receives honorary degree.

Leadership

SCS boasts a faculty of more than 250 members for degree and credit programs and more than 175 members for noncredit programs at Georgetown's Center for Continuing & Professional Education (CCPE). Administrative and program leaders are experts in their fields and industries.

Central Administration



Kelly Otter, Ph.D.
Dean



Kristen Consolo, M.B.A.
Chief of Staff and
Senior Administrative Officer



Walter Rankin, Ph.D.
Deputy Dean



Laurie Jarema, M.A.
Associate Dean,
Finance & Administration



Roseanna Stanton, Ph.D.
Senior Associate Dean and
Chief Strategy & Communications Officer



Sissel Malmbekk, M.A.
Associate Dean,
Operations



James Parenti, M.A.
Senior Associate Dean



Jeremy Stanton, M.B.A.
Executive Director,
Technology



SCS Leadership at the 2015 Commencement Ceremony.

Program Administration



Denise Keyes, M.A.
Senior Associate Dean,
Division of Professional Communication



Edwin Schmierer, M.B.A., M.S.
Associate Dean,
Center for Continuing & Professional Education



John Dolan, Ph.D.
Associate Dean,
Graduate Liberal Studies Programs



Uwe Brandes, M.Arch.
Executive Director,
Urban & Regional Planning Program



Veronica Donahue, Ph.D.
Associate Dean,
Summer School and Special Programs



Gray Shealy, M.Arch.
Executive Director,
Hospitality Management Program



Vincent Kiernan, Ph.D.
Associate Dean,
Bachelor of Arts in Liberal Studies Program



Nancy Suski, M.S.
Executive Director,
Emergency & Disaster Management Program



Beverly Magda, Ph.D.
Associate Dean,
Technology Management Program

School of Continuing Studies Executive Committee

Paul Almeida, Ph.D., M.B.A.
Senior Associate Dean of Executive Education and Associate
Professor of Strategy and International Business, McDonough
School of Business

Julia Lamm, Ph.D.
Associate Professor, Department of Theology

Peter Pfeiffer, Ph.D.
Professor, Department of German

Terrence Reynolds, Ph.D., Th.M., M.Div.
Associate Professor, Department of Theology

Alexander Sens, Ph.D.
Joseph Durkin, S.J. Professor, Department of Classics

Susan Vroman, Ph.D.
Professor, Department of Economics

Georgetown University
School of Continuing Studies
Dean's Report 2014-15

Editors: Andrew Glass, manager of communications
Caroline Titus, manager of special projects

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GEORGETOWN UNIVERSITY

School of Continuing Studies

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喬治城大學
繼續教育學院



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