



*GEORGETOWN UNIVERSITY*  
*School of Continuing Studies*

**Dean's Report**

2012-13





UTRAQUE UNUM



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The all-new exterior façade of the School of Continuing Studies' new downtown space, located at 640 Massachusetts Ave., N.W., features streamlined glass that allows incredible views into the space from the street.



The School's new space features a stunning, four-level atrium that centers the student experience, allowing for collaborative learning and special lectures and events.



Walter Rankin, Ph.D.  
*Interim Dean*  
*School of Continuing Studies*

## Greetings from the Dean

This has been a transformative year for the School of Continuing Studies (SCS). In the 2012-13 academic year, we graduated 522 students from across our nine degree programs and welcomed them into our Georgetown alumni community. We also welcomed more than 2,000 students and professionals from the local community to our Center for Continuing & Professional Education for specialized, non-credit training and more than 4,000 high school, undergraduate and graduate students from across the U.S. and world to Georgetown's campus for summer courses, institutes and programs.

SCS's new home in the heart of downtown Washington, D.C., is a beautiful space designed to meet the growing needs of our community. Our state-of-the-art facilities reimagine the educational experience for the 21st century and feature 30 classrooms, 14 group study rooms, a 130-person auditorium, digital media lab, broadcast studio, library resource center, contemplative space, student services center, bookstore, café and multiple lounge and meeting spaces. We are pleased to join the Georgetown Law Center, expanding the University's presence in the city's center and contributions to the local community through learning and service.

We continue to grow applied research opportunities and resources for faculty and students. Our deans and faculty publish articles and book chapters in areas as varied as cyber security, diversity and inclusion, film studies, health communication, information technology, online education and public relations. In 2013 our Center for Social Impact Communication was awarded a \$50,000 grant from the Eugene & Agnes E. Meyer Foundation to lead a multi-phase initiative on storytelling in the nonprofit sector. SCS was also awarded a grant by AARP to create the "Life Reimagined Institute" to research and examine aging and personal development for older adults.

The School is working closely with the Office of the Provost and University Information Services to expand Georgetown's online education capabilities and offerings. We launched SCS's first hybrid program—the Master of Professional Studies in Emergency & Disaster Management. The program combines intensive field study experiences in four cities worldwide, cutting-edge scenarios of real-world events and online learning in an executive, cohort-based format to bring maximum flexibility for students from across the country and world.

We continually work to strengthen our programs to ensure our students receive a high-quality education marked by rigor, relevance and excellence. In fall 2012 our Public Relations & Corporate Communications program completed its 5-year assessment. Program faculty, students and outside experts from industry contributed to the months-long assessment that culminated in a final written report. We are also expanding access to education, with a particular emphasis on providing financial support through scholarships and tuition assistance. Two new scholarship programs offered by the Bachelor of Arts in Liberal Studies program—the University's only part-time bachelor's program—award a total of \$100,000 to 20 students over the fall 2013 and spring 2014 semesters.

Our educational programs are recognized nationally for both their quality and depth. In 2013 our Sports Industry Management program was ranked 6th among postgraduate sports programs worldwide and 4th among those offered in North America by *SportBusiness International*. Our Public Relations & Corporate Communications program won the 2013 "PR Education Program of the Year" award from *PRWeek*—for the second consecutive year. These honors are indicative of the deep engagement with industry that is a hallmark of our Master of Professional Studies programs.

I thank you for your support as SCS continues to evolve, and I look forward to welcoming you into our new home downtown.

Warm regards,

A handwritten signature in black ink that reads "Walter Rankin". The signature is written in a cursive, flowing style.

Walter Rankin, Ph.D.  
Interim Dean



# Georgetown University School of Continuing Studies

Georgetown University 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 Georgetown SCS combine theory with practice through rigorous curricula taught by experts in their fields, providing opportunities for students to excel academically and professionally.



## Mission

In keeping with the historic mission of Georgetown University, we educate students to become more reflective, active, purposeful citizens who strive to improve themselves and our shared world, embodying Georgetown's Catholic and Jesuit values and heritage and respecting the principles and traditions of each individual.

## Jesuit Values in Action

The School of Continuing Studies 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. We engage with the University's most diverse body of students and sustain that rich diversity among our faculty and staff. 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.

## School of Continuing Studies History

School of Continuing Studies founded as the School for Summer and Continuing Education.

1956

Center for Continuing & Professional Education founded as the Center for Professional Development.

2001

Master of Professional Studies (MPS) in Public Relations & Corporate Communications and Journalism programs launched.

2007

1974

Bachelor of Arts and Master of Arts in Liberal Studies programs launched.

2005

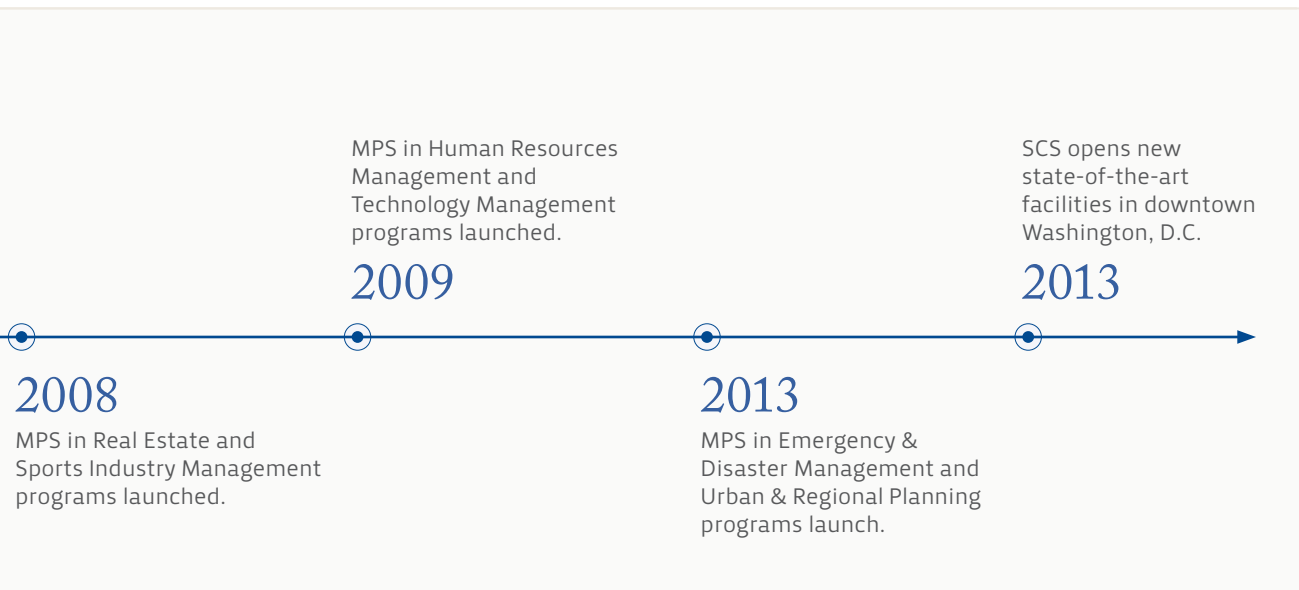
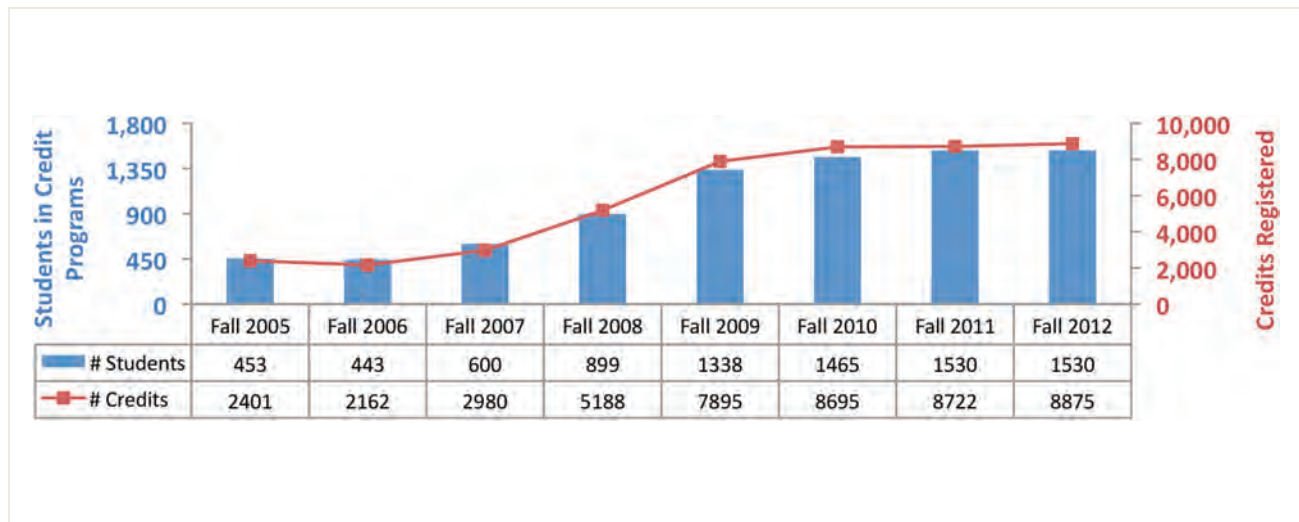
Doctor of Liberal Studies program launched.

## The Georgetown SCS Difference

The School of Continuing Studies upholds the University's tradition of academic excellence by offering applied and innovative educational programs that prepare students to lead in their fields and serve greater society. Through expert faculty and industry and academic connections, Georgetown SCS provides its students with opportunities to pursue their passions, engage their intellect and advance personally. The School's flexible program formats give students the opportunity to make learning work with their busy lives: full-time and part-time enrollment options, courses scheduled in the evening, hybrid learning formats, supportive academic services and educators who take a personal interest in student success are all hallmarks of a Georgetown SCS education.

## The Growth of Georgetown SCS

The School of Continuing Studies has experienced tremendous growth since the launch of the Master of Professional Studies (MPS) degree in 2007. The MPS degree features a combination of applied and theoretical graduate-level curricula and prepares students to be leaders in their industries and fields of study.



## New ‘Georgetown Downtown’ Location



The four-level atrium, a central feature in SCS’s new space, allows views from across the space and encourages collaboration.

The School of Continuing Studies’ new home in the heart of downtown Washington, D.C., brings together students, faculty, administrators and staff at 640 Massachusetts Ave., N.W., in the vibrant and growing Gallery Place/Chinatown neighborhood.

This expansion from the Hilltop builds on the foundation set by the Georgetown Law Center, which moved to its current downtown location in 1971 and has played a key role in the revitalization of the surrounding area. The expanded “Georgetown Downtown” further positions the University as an anchor of Washington, D.C., by increasing educational opportunities and community engagement through learning and service.



Modern architectural details frame student study and lounge space, with classrooms shown in the background.



## Community Impact

The expansion of Georgetown Downtown adds more than 3,500 members from the School of Continuing Studies to the local community, joining the Law Center's more than 3,740 students, faculty, administrators and staff. Georgetown is committed to educating students to be self-reflective, critical thinkers who are committed to serve in greater society. SCS's new downtown location offers many opportunities to connect and engage with the local community through learning, professional development, events and service.

## Accessible Location and State-of-the-Art Facilities

Georgetown SCS worked closely with award-winning STUDIOS Architecture to design a space that reimagines the educational experience for the 21st century. The new facilities feature a world-class learning environment for students, faculty and professionals in one of the city's most accessible locations.

- Over 91,000 square feet of classroom, office and meeting space featuring the latest integrated technology.
- Facilities include 30 classrooms, 14 group study rooms, a 130-person auditorium, digital media lab, broadcast studio, contemplative space, library resource center, student services center, bookstore, café and multiple lounge and meeting spaces.
- Located within six blocks of all five Metro Rail lines serving the Washington, D.C., metropolitan area. The Gallery Place/Chinatown station, served by the red, green and yellow lines, is just steps away at the corner of 7th and H Streets, N.W.



SCS joins the Law Center in downtown Washington, D.C., one of the city's most accessible areas.

# Degree Programs

## Master of Professional Studies

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.

The School of Continuing Studies offers eight MPS programs in the following fields of study: Emergency & Disaster Management, Human Resources Management, Journalism, Public Relations & Corporate Communications, Real Estate, Sports Industry Management, Technology Management and Urban & Regional Planning.

All MPS programs prepare their students for challenging and rewarding careers by tailoring their educational experience to meet the demands of their field of study. The Sports Industry Management program has an integrated internship component to ensure students gain real-world work experience before they graduate. The Human Resources Management program has a required course on research methods and writing to prepare students for their rigorous capstone projects. Students in the Public Relations & Corporate Communications program choose a real-world client and provide pro bono services as part of their capstone

project. And the Real Estate program holds an annual career fair, bringing together over 100 industry organizations to interface with students via keynote presentations, career workshops and networking events. These are just a few examples of how the School's MPS programs tightly integrate theoretical and applied experiences into students' education.

### Required Ethics Course and Capstone Project

All students begin their MPS program by taking a course in ethics that is applicable to their field of study and infused with traditional tenets of a Jesuit education. Students conclude their program by completing a capstone project that demonstrates their depth of knowledge by conducting research and contributing new knowledge to their field of study. Students are required to successfully defend their capstone project in front of a panel of faculty and industry experts and earn a grade of "B" or better in order to be eligible to graduate.

Master of Professional Studies Degree	Human Resources Management	Journalism	Public Relations & Corporate Communications	Real Estate	Sports Industry Management	Technology Management
Current Students	109	61	246	254	197	106
Alumni	108	140	441	290	459	94

### Award-Winning Program

The Public Relations & Corporate Communications program won the 2013 "PR Education Program of the Year" award from *PRWeek*.

This is the second consecutive year Georgetown SCS's program won the top award in the national education program category.







## New MPS Programs

SCS offers two new MPS programs in growing fields: Emergency & Disaster Management and Urban & Regional Planning.

The MPS in Emergency & Disaster Management program features a global executive, cohort-based hybrid format that allows students to travel to four different cities while completing the program in one year. Students travel to Livermore, California; New Orleans, Louisiana; Washington, D.C.; and Doha, Qatar, for each of the program's five modules, which include a combination of face-to-face learning and online coursework that prepares students in emergency management through scenario-based intensives and applied case studies. The program is offered in a special partnership with the government-sponsored Lawrence Livermore National Laboratory, which assisted in curriculum development and created state-of-the-art scenarios exclusively for the EDM program.

The MPS in Urban & Regional Planning program develops visionary leaders who can integrate physical urban design with ethical and participatory urban planning strategies to foster the development of better cities, regions and communities for generations to come. The program features an applied curriculum through the use of essential interdisciplinary tools such as geographic information system (GIS) mapping, statistical analysis and research methodologies that help to better understand the needs and patterns of a city or region.

### Top-Ranked Program

In 2013 the Sports Industry Management program was ranked 6th among postgraduate sports programs worldwide and 4th among those offered in North America by *SportBusiness International*.

### Student Facts: MPS Programs

Enrollment	Gender	Average Age	Average Work Experience	Average Admit GPA
75% part-time 25% full-time	54% female 46% male	29.9	3 – 6 years	3.28

Approximately 41% classify themselves as other than Caucasian

# Degree Programs

## Liberal Studies

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 stimulating classroom experience where students learn not only from their professors but also from their peers. Georgetown was a charter member of the Association of Graduate Liberal Studies Programs (AGLSP) in 1975. Since then, the School's programming has expanded to offer the Bachelor of Arts, Master of Arts and Doctor of Liberal Studies degree programs. The Bachelor of Arts in Liberal Studies program is the University's only part-time bachelor's program.

Liberal Studies Degree	Bachelor's	Master's	Doctoral
Current Students	134	191	56
Alumni	463	1,720	20



### New Scholarships for Undergraduate Students Expand Opportunity

Two new scholarship programs offered by the Bachelor of Arts in Liberal Studies program award \$5,000 scholarships to 20 students—totaling \$100,000—over the fall 2013 and spring 2014 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 Walter Ciszek Scholarship program, with support from Georgetown University, is available to existing students in the program. The scholarships are available to students who can demonstrate financial need and are committed to earning their bachelor's degree.

### Student Facts: Liberal Studies Programs

Enrollment	Gender	Average Age	Average Work Experience	Average Admit GPA
83% part-time 17% full-time	50% female 50% male	37.9	6 – 9 years (B.A.L.S.) 3 – 6 years (M.A.L.S.)	3.31 (M.A.L.S.) 3.45 (D.L.S.)

Approximately 36% classify themselves as other than Caucasian



# Non-Degree Programs

## Georgetown University Center for Continuing & Professional Education

Georgetown University 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, context-based non-credit professional education to meet the demands of changing professional and educational landscapes. CCPE offers more than 25 non-credit professional certificate programs in project management, business, coaching, finance, leadership, marketing, policy and more 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.

### Corporate and 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:

- Booz Allen Hamilton
- Federal Electricity Commission of Mexico
- Food & Drug Administration
- Heritage Foundation
- Indonesian Center for Education and Training
- Inter-American Development Bank
- International Monetary Fund
- International Security Management Association
- MedStar Health, Inc.
- National Institutes of Health
- Smithsonian Institution
- The American Red Cross
- U.S. Army

### Georgetown Summer School

Undergraduate and graduate students from across Georgetown and other institutions can choose from more than 250 courses within 35 subject areas to fulfill their degree requirements or dig deeper into fields of interest. In summer 2012, Georgetown SCS hosted 259 visiting students from other institutions, which represented 12% of all students enrolled in summer courses.

CCPE	FY 2010	FY 2011	FY 2012
Students Enrolled	1,658	1,800	2,196
Total Registrations	4,723	5,000	6,895
Certificates Conferred	469	660	663

### Paralegal Studies Program

The 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 is designed to contribute to the development of the paralegal profession by offering students quality education, focused skills and the essential knowledge needed to be effective paralegals who create immediate value in a competitive professional marketplace. The program is highly respected within the legal community.

### 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 ten 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.



# Innovative Programs

The School of Continuing Studies is an engine for novel and innovative educational programming within Georgetown University. SCS regularly designs new programs that creatively address emerging educational and industry needs and partners with thought-leaders and expert organizations.

## 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.

GGEI brings together the world's leaders in a collaborative educational environment tailored for senior government officials and corporate executives from around the world, including China, Japan, India and Brazil. 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.



Leaders from the Central Bank of China participate in a GGEI roundtable seminar at the U.S. Treasury.



GGEI participants listen to a lecture given by Doc Ghose, senior vice president of investments and capital markets and treasurer of Freddie Mac.

## Institute for Transformational Leadership

Launched in late 2012, 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 who 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.



## Semester in Washington, D.C. Program

The Semester in Washington, D.C. Program offers undergraduate students a unique opportunity to spend an exciting semester working as interns in the nation's capital while living and studying at Georgetown. By studying in one of the world's most culturally and politically vibrant cities, students have a first-hand opportunity to examine the complex issues facing nations, organizations and decision-makers today—along with the forces that drive policy and shape history—while laying the foundation for a future career.

Over 100 students enroll in the program each year and intern at leading organizations, including the Cato Institute, CBS News, CNN Political Unit, Democratic National Committee, Human Rights Campaign, Republican National Committee, Smithsonian Institution, U.S. Congress and U.S. Securities and Exchange Commission.



Students from the Semester in Washington, D.C. Program pose on the steps of the U.S. Capitol with former Congressman William Hudnut, left.

## Hybrid and Online Course Options Advance Student Learning by Harnessing Technology

The School of Continuing Studies is a leader in online education at Georgetown University. With rapid changes to higher education, SCS has harnessed technology to strengthen students' learning experience through a variety of formats. The School continues to work toward expanding access to education via online learning.



The MPS in Emergency & Disaster Management program is the first SCS program to be offered exclusively in a hybrid format. Students enrolled in the program combine face-to-face learning during five intensive modules with online coursework, which allows them to complete their studies within one year.

The MPS in Technology Management program is now offering its first online-only course: "Ethics in Technology Management." The course has previously been offered in a hybrid format; due to its success and strong student demand, program leaders and faculty carefully designed the online course as another option for students.

The Bachelor of Arts in Liberal Studies program has long been a leader in offering hybrid course formats for students. Current and past hybrid courses include: "Introduction to the Social Sciences," "The Renaissance," "Media and Public Opinion," "Mass Media and Society" and "War Stories: Examining the War Experience through Personal Narratives, Fiction and Film," among others.

# Leading Faculty and Scholars

The School of Continuing Studies boasts a faculty of over 250 for degree and credit programs and over 175 for non-credit programs at the Center for Continuing & Professional Education. Our faculty are leaders in their fields and industries, bringing real-world expertise and academic excellence into the classroom. Many faculty conduct applied research for SCS, leading think tanks and nonprofits, contributing new knowledge to growing fields and pressing issues.



## Julie Dixon

**Deputy Director, Center for Social Impact Communication**  
**Adjunct Instructor, Public Relations & Corporate Communications Program**

Julie Dixon is deputy director of the Center for Social Impact Communication (CSIC)

and an adjunct instructor in the Public Relations & Corporate Communications program. As deputy director of CSIC she manages day-to-day operations, including research, curriculum and partnership development as well as outreach and communications. As adjunct instructor in the Public Relations & Corporate Communications program she teaches CSIC's signature course on consulting in the nonprofit sector, which equips students to lead organizations to more effectively engage people in their work and to share the compelling stories of their impact. Much of her research, writing and speaking focuses on promoting the role of technology in building connections and advancing social solutions. In April 2013 she was invited to give a keynote presentation at the Gates Foundation-sponsored TEDxChange in Seattle on the role of influence in reshaping what one can contribute to the causes he or she cares about.

### Expertise

Communication, public relations, digital media, online engagement, corporate social responsibility, sustainability, nonprofits, cause marketing, social impact



## William H. Hudnut III

**Executive Director, Real Estate Program**

The Hon. William H. Hudnut III has served as the longest-governing mayor of Indianapolis, a member of the U.S. Congress, a clergyman, an author, a public speaker and TV commentator and a think tank fellow. As executive director of the Real Estate program, he brings his decades of expertise in real estate development and finance to students in order to help them become leaders in the industry. His courses and research focus on promoting responsible leadership in the use of land and in building vital, sustainable metropolitan areas. He is a senior fellow emeritus at The Urban Land Institute (ULI) in Washington, D.C., and a member of the board of directors of the Union Theological Seminary in New York City. He is the author of five books and many articles and has received 13 honorary degrees.

### Expertise

Real estate, urban revitalization, urban development and redevelopment, urban planning, public policy, local and regional government, leadership and governance, economic development, sustainability



## James Lynn

**Visiting Assistant Professor,**  
**Sports Industry Management Program**

James Lynn is visiting assistant professor in the Sports Industry Management program and managing partner of JLYnn Associates, a global strategic advisory firm focused on sports-related

digital and social media, marketing and retail for sports teams, athletes, leagues and associations. As visiting assistant professor in the Sports Industry Management program he teaches courses on executive leadership, economics and global brand management in the sports industry. He previously served as vice president of strategic development and partnerships at AOL for 14 years, where he and his team were responsible for the development and account management of AOL Sports' strategic partnerships with many organizations, including the NFL, NBA, NASCAR, MLB, WNBA, NHL, *Sports Illustrated* and more. He serves on the boards of directors of the Asian-American LEAD, United for DC, Super Leaders, Giving Back Fund and Washington Nationals Youth Baseball Academy.

### Expertise

Sports marketing and brand management, sports media, global strategic advising, philanthropy



## Tiphane Turpin

**Visiting Assistant Professor,**  
**Public Relations & Corporate Communications Program**

Tiphane Turpin is visiting assistant professor in the Public Relations & Corporate Communications program, where she teaches students how to deliver strategic, responsible messages that harness the power of research, insight and creativity. She conducts research and publishes in the areas of public relations, health communication and pedagogy. The first class she developed after joining the faculty was a course on communications strategy, which subsequently became a hallmark, required course in the program. She also teaches the program's culminating capstone course, in which students provide pro bono communications consulting to organizations valued at more than \$345,000 each year.

### Expertise

Strategy, public relations, communications and media research, health communication, campaign measurement, corporate reputation, public relations pedagogy, digital media



## Expert Faculty

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

**Francis Ambrosio, Ph.D.**

Director, Doctor of Liberal Studies Program; Associate Professor, Department of Philosophy, Georgetown University  
GRADUATE LIBERAL STUDIES PROGRAMS

**Matthew Apuzzo**

Pulitzer Prize-Winning Investigative Reporter, The Associated Press  
JOURNALISM PROGRAM

**Katherine Baird**

Senior Vice President and Partner, FleishmanHillard  
PUBLIC RELATIONS & CORPORATE COMMUNICATIONS PROGRAM

**Bradley Blakeman, J.D.**

Principal, The 1600 Group, LLC; Contributor, Fox News and Newsmax  
SEMESTER IN WASHINGTON, D.C. PROGRAM

**Wesley Boatwright**

Managing Director, Real Estate Investment banking Group, Jones Lang LaSalle  
REAL ESTATE PROGRAM

**Natasha Bowman, J.D.**

Market Human Resources Manager, Walmart Stores, Inc.  
HUMAN RESOURCES MANAGEMENT PROGRAM

**Michael Briggs**

Executive Vice President, Strategy & Planning and Social Marketing, Ogilvy  
Public Relations  
PUBLIC RELATIONS & CORPORATE COMMUNICATIONS PROGRAM

**Wayne Connell**

Vice President of Human Resources, The Washington Post  
HUMAN RESOURCES MANAGEMENT PROGRAM

**Martin Conway**

Senior Consultant, Way Forward Associates, LLC  
SPORTS INDUSTRY MANAGEMENT PROGRAM

**Barbara Coons**

Senior Vice President, Edelman Berland  
PUBLIC RELATIONS & CORPORATE COMMUNICATIONS PROGRAM

**Mary Davis**

HR Management Consultant and Sole Proprietor, HRPro Solutions  
SPORTS INDUSTRY MANAGEMENT PROGRAM

**John Forsythe**

Director, Federal Practice Organizational Transformation, Deloitte Consulting, LLP  
HUMAN RESOURCES MANAGEMENT PROGRAM

**Garance Franke-Ruta**

Senior Editor and Voices Columnist, The Atlantic  
JOURNALISM PROGRAM

**Dahna Goldstein**

Founder, Philantech, LLC  
TECHNOLOGY MANAGEMENT PROGRAM

**Robert Goldwater**

President, The Goldwater Group  
SPORTS INDUSTRY MANAGEMENT PROGRAM

**Mark Gray, Ph.D.**

Director of CARA Catholic Polls, Georgetown University  
Center for Applied Research in the Apostolate  
BACHELOR OF ARTS IN LIBERAL STUDIES PROGRAM

**Gregory Havrilak, Ph.D.**

Adjunct Instructor, Georgetown University  
BACHELOR OR ARTS IN LIBERAL STUDIES PROGRAM; SEMESTER IN WASHINGTON, D.C. PROGRAM

**Karen Irish**

Associate Director of Government Relations, United States Olympic Committee  
SPORTS INDUSTRY MANAGEMENT PROGRAM

**Keith Jenkins, J.D.**

Director of Photography, National Geographic  
JOURNALISM PROGRAM

**Julian Josephs**

President, Julian Josephs Company  
REAL ESTATE PROGRAM

**Saurabh Kapoor**

Managing Director, Tower Strategy Group  
CERTIFICATE IN MARKETING PROGRAM

**M. Shawn Krantz**

Principal, Brownstone Capital, LLC  
REAL ESTATE PROGRAM

**Paul Lewis, J.D.**

Minority General Counsel, Armed Services Committee, U.S. House of Representatives  
BACHELOR OF ARTS IN LIBERAL STUDIES PROGRAM

**Clifford Mendelson**

Managing Partner and CEO, Metropolis Capital Finance  
REAL ESTATE PROGRAM

**Colin Moffett**

Senior Vice President, Digital Content Strategy, Weber Shandwick  
PUBLIC RELATIONS & CORPORATE COMMUNICATIONS PROGRAM

**Pablo Molina, D.L.S.**

Chief Information Officer, Southern Connecticut State University  
TECHNOLOGY MANAGEMENT PROGRAM

**Roger Nebel**

Managing Director, Cyber Security Business Unit, DGI  
TECHNOLOGY MANAGEMENT PROGRAM

**Sukari Pinnock**

Owner and CEO, Shiftworks, LLC  
HUMAN RESOURCES MANAGEMENT PROGRAM

**Terrence Reynolds, Ph.D.**

Associate Professor, Department of Theology, Georgetown University  
GRADUATE LIBERAL STUDIES PROGRAMS



**Stephanie Schierholz**

Social Media Manager, Raytheon  
CERTIFICATE IN SOCIAL MEDIA FOR GOVERNMENT PROGRAM

**Sara Schotland, Ph.D., J.D.**

Senior Counsel, Cleary, Gottlieb, Steen & Hamilton, LLP  
BACHELOR OF ARTS IN LIBERAL STUDIES PROGRAM

**Mikah Sellers**

Vice President, Marketing, LEVICK  
CERTIFICATE IN DIGITAL MARKETING PROGRAM

**Prabhash Shrestha**

Chief Information Officer, Association of Fundraising Professionals  
TECHNOLOGY MANAGEMENT PROGRAM

**Alex Sion**

President and Managing Director, Moven Bank  
CERTIFICATE IN DIGITAL MEDIA MANAGEMENT PROGRAM

**Kathryn Temple, Ph.D., J.D.**

Associate Professor and Chair, Department of English, Georgetown University  
BACHELOR OF ARTS IN LIBERAL STUDIES PROGRAM

**Chi Wang, Ph.D.**

Co-Chair, U.S.-China Policy Foundation  
GRADUATE LIBERAL STUDIES PROGRAMS

**Derek Willis**

Interactive Developer, The New York Times  
JOURNALISM PROGRAM

# Research and Scholarship

The School of Continuing Studies operates at the intersection of theory and practice by bringing students, faculty, professionals and experts together to work through pressing issues and produce meaningful, original research.

The School's educational programs feature a combination of theory and practice-oriented curricula, enabling students to translate and apply classroom learning to their chosen fields and industries. Most faculty are practitioners in their respective fields and teach at SCS in addition to their professional responsibilities. This deep engagement between academic programs and industry-leading practitioners is a hallmark of teaching and learning at SCS.

Faculty who work in industry contribute to their fields through publications such as journal articles, white papers, reports, newspaper and magazine articles and books and book chapters. Others conduct empirical and applied research or serve as journal and book editors. Faculty from the bachelor's, master's and doctoral programs in Liberal Studies publish extensively in the humanities and social sciences.

## Research Interests and Selected Publications

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

Ambrosio, F., Garr, W., Maloney, E., & Schlaflly, T. (2012). MyDante: An online environment for collaborative and contemplative reading.

Graff, G. (2012). *The threat matrix: The FBI at war in the age of global terror* (Back Bay Books).

Harrell, P. S. (2012). *Asia for the Asians: China in the lives of five Meiji Japanese* (Merwin Asia Books).

Hudnut, W. (2008). *Changing metropolitan America: Planning for a sustainable future* (Urban Land Institute).

Hughes, A., Cocco, M., Fox, S., Kamal, I., Kutch, J., & Selzer, J. (2012). Using social media platforms to amplify public health messages.

Linafelt, T. (2010). Narrative and poetic art in the Book of Ruth.

Magda, B. (2012). Managing technology change in healthcare IT.

Magda, B. (2012). Project leadership for healthcare IT projects.

Meier, Steven R. (2013). Leading complex projects in the DoD.

Metzler, C. (2012). Diversity rankings: A critique of the landscape.

Metzler, C. (2012). Affirmative action and post racial posturing: For whom the bell tolls? Controversies in equal protection in America [Chapter in book].

Molina, P. (2012). Game changers: Education and information [Chapter in book].

Rankin, W. (2011). Mapping the other in Eliot and Özdamar [Chapter in book].

Rankin, W. (2011). Fairy Goth-Mothers: Maternal wish fulfillment in Kate Morton's *The Forgotten Garden* [Chapter in book].

Stanton, R. C. (2010). State high school graduation requirements and access to postsecondary education.

Turpin, T. P. (2013). Unintended consequences of a segmentation strategy: Exploring constraint recognition among Black women targeted in HIV/AIDS campaigns.

Turpin, T. P. (2012). Gendered inequality and pigeonholing in public relations: Practitioner resistance via social media.

*Access to these and other works is available at:*  
[scs.georgetown.edu/research](http://scs.georgetown.edu/research)

### New Grant from AARP to Create 'Life Reimagined Institute'

AARP—the nonprofit, nonpartisan membership organization for people age 50 and older that advocates for quality of life issues for its over 40 million members—awarded the Human Resources Management program with a grant to fund the creation of the “Life Reimagined Institute.” The Institute provides a forum that brings together scholars, thought-leaders and experts from across private, public and nonprofit sectors to research, examine and discuss ideas and programs that reexamine aging and personal development for older adults.





Julie Dixon, deputy director of CSIC, gives a keynote presentation at the Gates Foundation-sponsored TEDxChange in April 2013 on the role of influence in reshaping what one can contribute to the causes he or she cares about.

## Center for Social Impact Communication

Georgetown University's Center for Social Impact Communication (CSIC) is a leading educational resource on social impact communication. CSIC 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.

CSIC offers fellowships for students in the Public Relations & Corporate Communications and Journalism programs, where they conduct research, offer pro bono consulting and make contributions that advance the Center's mission. Recent research includes a quantitative study into digital persuasion in partnership with Waggener Edstrom Worldwide's Social Innovation Practice, a survey-based project into the dynamics of cause engagement in partnership with Ogilvy Public Relation's Social Marketing Group, small business engagement through social media and the role of imagery in nonprofit communications planning.

### Recent Research and Publications

Dixon, J., Keyes, D., Ruiz, C., Ballou, L., Woolf, K., Sanderson, C., Bhende, S., Colkitt, G., & Baird, J. (2013). Digital persuasion: How social media motivates action and drives support for causes.

Dixon, J., & Keyes, D. (2013). The permanent disruption of social media.

Dixon, J., & Wright, T. (2012). Small business, big engagement.

Hughes, A., Cocco, M., Fox, S., Kamal, I., Kutch, J., & Selzer, J. (2012). Using social media platforms to amplify public health messages.

Keyes, D., Dixon, J., Weyler, A., Buchy, J., Arnold, D., Wayman, J., Temple, S., Friedman, K., Patterson, J., D'Agostino, H., Liang, A., & Guiskoff, J. (2010). Dynamics of cause engagement.

Vogel, L., & Dixon, J. (2012). The role of imagery in nonprofit communications planning.

### *New Grant to Support Research into Effective Nonprofit Storytelling*

CSIC was awarded a \$50,000 grant by the Eugene & Agnes E. Meyer Foundation to lead a multi-phase initiative on storytelling in the nonprofit sector. The project encompasses research, training and the development and publication of a comprehensive framework to enhance storytelling capabilities of local nonprofits, as well as add critical insights and examples to the sector's body of knowledge. As part of the project, CSIC's team of graduate student researchers study best practices from a wide range of disciplines, conduct story audits and assess current capabilities and perceptions through qualitative and quantitative research and lead trainings for area organizations throughout 2013 and 2014.

## Student and Graduate Success

Since its first graduating class in 1978, more than 3,700 students have graduated from the School of Continuing Studies and 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.



Brigitte Pribnow Moore, who now serves as executive director of YPT, accepts the 2013 Outstanding Student Award for the Public Relations & Corporate Communications program at SCS's annual Tropaia Ceremony in historic Gaston Hall.

### Public Relations Student Implements Grassroots Fundraising Campaign for Young Playwrights' Theater

Brigitte Pribnow Moore used a course project to launch a grassroots fundraising campaign that raised over \$50,000 for a nonprofit while enrolled in the Public Relations & Corporate Communications program as a part-time student.

Brigitte helped Washington, D.C.-based nonprofit Young Playwrights' Theater (YPT), whose mission is to inspire young people to realize the power of their own voices through playwriting. She applied her knowledge and skills gained from the program's coursework in strategic thinking, innovative digital engagement and internal and external corporate communications to create new ideas and practical tools for the nonprofit. Following her successful grassroots fundraising campaign, Brigitte was named executive director of YPT in fall 2012.



Alex VanderEls, right, and his business partner Gregory Kirber, left, accept their prize money at the 2013 "Hoya Challenge."

### Technology Management Student Wins Annual 'Hoya Challenge' with Cloud-Based 'PartsTech' Platform

Technology Management student Alex VanderEls won 1st place in the commercial track at the 2013 "Hoya Challenge," which is an annual competition hosted by the McDonough School of Business for student entrepreneurs to showcase their best business ideas.

Alex and his business partner, Gregory Kirber, presented "PartsTech"—a cloud-based data aggregation platform that streamlines the location, evaluation and order processes for wholesale automotive parts transactions for mechanics. Through a single search, a mechanic can instantaneously view the inventory of both local and specialized online suppliers, providing mechanics with valuable product descriptions, images and schematics directly from manufacturers.



## Visiting Semester in Washington, D.C. Program Student Turns Senate Internship into Full-Time Job

When Jennifer O'Neil came to Georgetown as a visiting student in the Semester in Washington, D.C. Program, she never imagined that her semester would lead to becoming one of the youngest full-time staffers ever to hold the scheduler and executive assistant position in the U.S. Senate.

As part of her semester studying at Georgetown, Jennifer worked an internship in newly-elected Sen. Ronald Johnson's office. She soon began to make connections between her internship and her coursework, which focused on the U.S. political system and featured high-profile guest speakers, including members of the U.S. Congress and cabinet, European presidents and foreign delegates. Following her semester at Georgetown, she returned to Boston College, graduated in May 2012 and was immediately hired by Sen. Johnson as a full-time staffer.



Jennifer O'Neil poses in the rotunda of the U.S. Capitol, where she became a full-time staffer in Sen. Ronald Johnson's office after participating in the Semester in Washington, D.C. Program.

## Student Veteran Earns Bachelor's Degree, Re-Enters Military Service as an Officer

Ryan Lamke began working toward his Bachelor of Arts in Liberal Studies degree after serving four years in the U.S. Marine Corps, being wounded in action and subsequently medically retired. After leaving the service he worked in a variety of public policy advocacy and defense services roles before deciding to work toward his degree full-time.

"The Bachelor of Arts in Liberal Studies program has helped me obtain a comprehensive understanding of historical, philosophical and ethical dilemmas that have faced humanity throughout our shared history," said Ryan. "This knowledge, combined with the leadership instruction and opportunities through the Society of Liberal Studies, have developed me into a more effective leader—a refined skill that I intend to take with me as I prepare to re-enter the U.S.M.C." Now that Ryan has earned his bachelor's degree, he can seek commission as an officer.

In honor of Ryan's achievements at Georgetown, Commandant of the Marine Corps Gen. James F. Amos—the highest-ranking officer in the U.S.M.C. and a member of the Joint Chiefs of Staff—attended his commencement ceremony on Healy Lawn in May 2013.



Ryan Lamke graduated from the Bachelor of Arts in Liberal Studies program in May 2013 having previously served four years in the U.S.M.C.

## Outstanding Student Research and Scholarship

SCS student research and scholarship varies from course projects and papers to capstones and theses. All students enrolled in the Master of Professional Studies programs are required to complete a capstone project and defend it in front of a panel of faculty and experts in order to be eligible for graduation. Students enrolled in the master's and doctoral programs in Liberal Studies complete theses that contribute new knowledge to their respective fields. The following is a list of top capstone projects and theses for the 2012-13 academic year:

### **Stefanos Arethas**

REITs, CMBS maturities, and filling in the gaps: UP mortgage REIT.  
REAL ESTATE PROGRAM

### **Samuel Atkinson**

Lost in the noise: Addressing the ADA and programs in arenas for the deaf.  
SPORTS INDUSTRY  
MANAGEMENT PROGRAM

### **Catherine Cannon**

Fracking the forest: On the frontlines in Virginia.  
JOURNALISM PROGRAM

### **Elaine Chou**

A strategy for American innovation: Applying Immanuel Kant's theory of knowledge to tech patent law.  
MASTER OF ARTS IN LIBERAL  
STUDIES PROGRAM

### **Levell Chrysler, Erik-Lars Hansen, & James Piyavansuthi**

An emergency response system for U.S. college campuses.  
TECHNOLOGY  
MANAGEMENT PROGRAM

### **William Anthony Costanza**

An interpretive framework to assess the radicalization of youth toward violent extremism across cultures.  
DOCTOR OF LIBERAL  
STUDIES PROGRAM

### **Teresa Dorsey, & Katrina Hush**

National criminal background check system for firearm purchases.  
TECHNOLOGY  
MANAGEMENT PROGRAM

### **Tamara Filipovic**

The impact of family obligations on women's ability to reach leadership positions in the United States.  
HUMAN RESOURCES  
MANAGEMENT PROGRAM

### **Alexandra Fischer**

Citigroup Canada [Client].  
PUBLIC RELATIONS & CORPORATE  
COMMUNICATIONS PROGRAM

### **Kaelynn Kurtz**

Managing cultural differences in international mergers and acquisitions: Using cultural due diligence to prevent culture clash.

HUMAN RESOURCES  
MANAGEMENT PROGRAM

### **Charles O'Connor III**

The great war and the death of God: Postwar breakdown of Western culture, retreat from reason, and the rise of scientific materialism.

DOCTOR OF LIBERAL  
STUDIES PROGRAM

### **Gene Pecar**

The urban infill vertical separation wall: Maximizing development utility with smart design.

REAL ESTATE PROGRAM

### **McClellan Robbins**

Birth of a hotel.  
JOURNALISM PROGRAM

### **Susannah Rosenblatt**

The Smithsonian Institution's Asian Pacific American Program [Client].  
PUBLIC RELATIONS & CORPORATE  
COMMUNICATIONS PROGRAM

### **Nicholas Rust**

A home for sports analytics: The game-changing potential of an institutionalized sports analytics graduate degree program.

SPORTS INDUSTRY  
MANAGEMENT PROGRAM

### **Amina White, M.D.**

Best practices for limiting risk in posttraumatic stress relapse during childbirth.

MASTER OF ARTS IN LIBERAL  
STUDIES PROGRAM

### *Providing an Education to Our Nation's Veterans and Active Duty Personnel*

SCS is proud to support veterans and active duty personnel of the U.S. military in reaching their educational goals. The School offers full-time and part-time enrollment options, eligible credit transfers and financial aid services to those who bravely served our country.

- 28% of students in the Bachelor of Arts in Liberal Studies program are veterans or active duty personnel.
- 6% of all students from across SCS's nine degree programs are veterans or active duty personnel.
- Georgetown SCS supports the Yellow Ribbon tuition assistance program sponsored by the U.S. Department of Veteran Affairs and ensures that 100% of tuition is covered for eligible students.







Students from the 2012 cohort of the Cristo Rey/KIPP pre-college immersion program pose for a class photo on the steps of Healy Hall with signs that say “Thank You” to Georgetown SCS.

## Pre-College Program for Cristo Rey and KIPP Students Supports Academic Potential

Each summer, SCS brings high school students from the Cristo Rey and KIPP charter school networks to live and study at Georgetown’s campus for three weeks. This pre-college immersion program is geared toward students who have outstanding academic performance and demonstrate the potential to attend the U.S.’s most selective colleges and universities, regardless of socioeconomic background.

Out of 44 students from the 2012 program, nine students applied for admission and were accepted to one of Georgetown University’s four undergraduate schools. An additional three students applied for and were awarded with a Gates Millennium Scholarship, which is a “good-through-graduation” scholarship to be used at the institution of the student’s choice. Other students from the program applied to competitive colleges and universities and many were accepted to their top choice.

These exemplars are testament to the power of the program in helping these young students reach their full academic potential.

Funding for the program is provided by the Marineau Family Foundation, SCS Office of the Dean and Georgetown Office of the President.

### *Georgetown SCS Secures Paid Internships for Paralegal Studies Students and Alumni*

An exclusive partnership with a talent and staffing agency offers students and alumni of the Paralegal Studies Program—the only paralegal education program in the District of Columbia certified by the American Bar Association—with paid internship placements at leading legal firms.

As part of the program, student and alumni interns gain on-the-job paralegal training during the day and then connect their experiences to course curricula in the evening. Georgetown SCS’s Paralegal Studies Program is highly respected in the legal community, due in part to its commitment to producing knowledgeable and highly-qualified paralegal professionals.

## Industry and Field Connections

Industry and field connections are an integral part of the intellectual and professional advancement of our students. Programs connect student with leaders in their industries and fields of study through guest speakers, conferences, branded class experiences, internships and externships, mentoring and fellowships. Programs are led by experienced industry veterans and top faculty are drawn from leading companies and organizations, ensuring students are engaged with the most up-to-date topics in the classroom.

### Sports Industry Management Students Participate in College Basketball Tournament in Special NCAA March Madness Course

In March 2013, 20 students enrolled in the Sports Industry Management program's "Business and Operations of the NCAA Basketball Tournament" course gained practical experience by assisting in the planning and management of the 2013 NCAA East Regional March Madness college basketball tournament at the Verizon Center in Washington, D.C.

"This class is unlike anything else I have ever taken in an academic setting," said Nolan Jez, a student in the program. "It is a class built around real experience and action, exposing us to integral roles in the management of a large sports event. This class is a perfect example of the uniqueness and advantages provided by the Sports Industry Management program at Georgetown."

The program's associate dean, Matthew Winkler, notes that the course allows students to apply concepts learned in the classroom to the real-world sports event. "This is



Students enrolled in the spring 2013 course "Business and Operations of the NCAA Basketball Tournament" pose with their instructors for a class photo.

a fast-paced and highly interactive course that gives each student a first-hand look at being an executive in the sports industry," said Winkler. "Students gain a firm grasp of sales and marketing, ticketing and admissions, operations, communications, tournament services, staff management and the implementation of action plans for a major sports event."

### Emergency & Disaster Management Program Partners with Lawrence Livermore National Laboratory, Students Gain Hands-On Experience

In a special collaboration, Georgetown SCS and Lawrence Livermore National Laboratory (LLNL) joined forces to create the new MPS in Emergency & Disaster Management (EDM) program. The program prepares future leaders in emergency management through scenario-based intensives and applied case studies in a hybrid format that combines face-to-face learning with online coursework.

A hallmark of the EDM program is immersing students in situations that replicate real-world scenarios. Students participate in five on-site intensives that feature disaster scenarios and the technical, legal and ethical considerations that govern them. Their learning experience benefits from LLNL's advanced modeling capability to visualize various disaster scenarios in order to develop the leadership and critical thinking skills necessary to best respond.



Students in the EDM program travel to Doha, Qatar, for one of five modules to participate in a scenario-based intensive.

The EDM program features a global executive, cohort-based format that takes students to four cities while completing the program in one year. In addition to traveling to LLNL's headquarters in the San Francisco Bay Area, students travel to New Orleans, Louisiana; Washington, D.C.; and Doha, Qatar.





Students listen to a lecture in the “Global Communications in the Age of Social Media” course in The Hague, Netherlands.



Students from the “International Immersion” course pose for a class photo in Paris, France.

## Global Perspectives: International Course Options

SCS’s degree programs offer opportunities for students to take courses abroad. These international course options allow students to gain new, global perspectives of their respective fields and industries of study. While studying abroad, students are taught by top program faculty as well as by experts from international companies and organizations who are invited to guest lecture.

### ‘Global Communications in the Age of Social Media’ Course Takes Public Relations & Corporate Communications Students to The Hague

Public Relations & Corporate Communications program students travel each year to The Hague, Netherlands, to study the evolving global landscape of digital media as part of the “Global Communications in the Age of Social Media” course. Students work in small teams to brainstorm and draft digital strategies for clients before traveling to the Netherlands. Once in The Hague, they put it all together—researching, developing and delivering professional-quality, creative and insightful client pitches for several global organizations, including Shell Corporation, Marie Stopes International and the United Nations Environment Programme.

### Technology Management Program Offers First International Course at Georgetown’s Villa Le Balze in Florence

The Technology Management program launched its inaugural international learning experience with an innovative new course titled, “Architecting Transformation: Strategy, Vision and Re-Inventing Technology.” Students enrolled in the course travelled to Florence, Italy, to study the political, social and cultural contexts of the Renaissance in order to research how technological innovations of the time can inform current dilemmas. Lessons learned from Brunelleschi’s successes and failures, and the rediscovery of ancient Roman problem-solving techniques, provided a foundation for students to apply transformational thinking to problems they face in today’s workplace. Students and faculty were housed at Georgetown University’s Villa Le Balze in Florence.

### Sports Industry Management Students Gain First-Hand Insight into Brazil’s Preparations for the 2014 World Cup and 2016 Summer Olympics

The “Brazil Global Experience” course in the Sports Industry Management program took students to São Paulo and Rio de Janeiro, Brazil, to gain first-hand insight into the planning and management of the host country’s 2014 FIFA World Cup and 2016 Rio Summer Olympics. Students were introduced to the basic elements of international sports management in an emerging economy and studied how sports can act as a catalyst for social and economic change. The course also focused on topics in social responsibility, community, entrepreneurship and economic development as they relate to Brazil’s preparations for hosting the two largest international sporting events.

### Human Resources Management Program’s ‘International Immersion’ Course Prepares Students to Address Global Human Resources Challenges

Each year the Human Resources Management program offers the “International Immersion” course, where students travel to either London or Paris to study issues in global human resources. As part of their studies, students work with international corporate executives on critical global human resources, diversity and talent management challenges. When they return to Georgetown they write a report that articulates formal recommendations to pressing issues and then share their recommendations with corporate executives and industry experts.

## Georgetown SCS Appoints Industry Experts to Lead Master’s Programs

Senior Official from Lawrence Livermore National Laboratory Appointed Executive Director of Emergency & Disaster Management Program

Nancy Suski, the deputy program director for domestic security at Lawrence Livermore National Laboratory (LLNL), was appointed founding executive director of the new MPS in Emergency & Disaster Management program.

In a special partnership, Suski will serve in joint appointments at Georgetown SCS and LLNL, staying engaged with the government-sponsored laboratory focused on the U.S.’s security through the development and application of world-class science and technology. “The national security mission of LLNL aligns strongly with the goals of Georgetown’s EDM program,” Suski said, “and I am excited to have this opportunity to shape a curriculum that will chart the course for the next generation of emergency management professionals.” Suski, who, on assignment from LLNL, supported the stand up of the U.S. Department of Homeland Security (DHS), has worked with emergency responders and managers throughout the nation. While at DHS, she established the first research agenda dedicated to emergency preparedness and response.

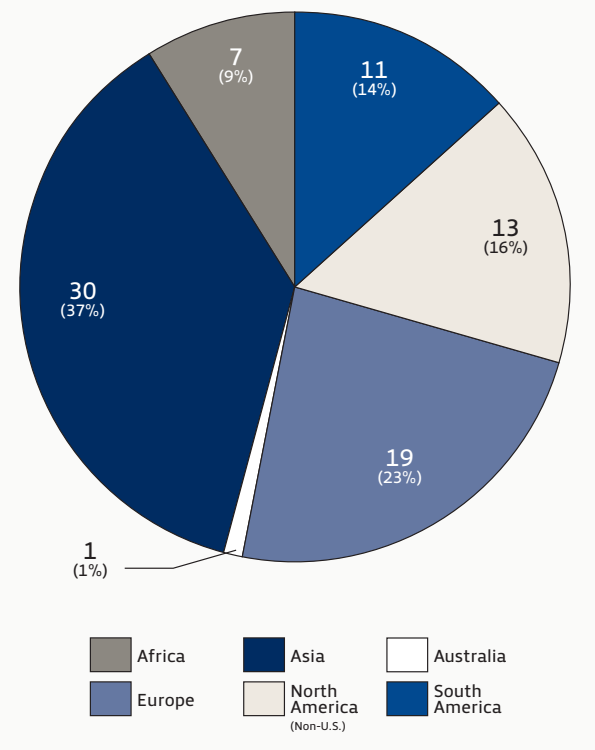
Long-Time Indianapolis Mayor, Responsible for the City’s Revitalization, Appointed Executive Director of Real Estate Program

The Hon. William H. Hudnut III was appointed executive director of the Real Estate program, where he previously served as a faculty member.

As Indianapolis’ longest-serving mayor, from 1976 to 1992, he championed more than 30 major downtown building projects, including renovations and expansions to Monument Circle, Indianapolis Union Station, Indiana School of Medicine and the Indiana Convention Center, including the dome that housed the Indianapolis Colts football team from 1984 to 2007. He brings his distinguished record of public service and deep engagement with real estate and urban development to the program. “I want to keep the program’s momentum going,” said Hudnut. “My goals at Georgetown are to help students develop their skills and enhance their credentials so they can continue to advance as real estate professionals. I love working with students.”

## Growing International Student Population

SCS has a growing international student population and has expanded resources and services to help international students achieve their educational goals. Students from more than 58 countries and six continents are represented across SCS’s degree programs.



Senior Vice President of the Urban Land Institute Appointed Executive Director of Urban & Regional Planning Program

Uwe Steven Brandes, who previously served as senior vice president for initiatives at the Urban Land Institute (ULI), was appointed founding executive director of the new MPS in Urban & Regional Planning program.

He brings with him a distinguished track record of professional leadership in the planning, design and construction of new buildings, public infrastructure and the urban landscape and has a history of engagement in research and academia. “I cannot think of a more exciting place for future leaders to immerse themselves in the interdisciplinary challenges faced by cities in this great age of global urbanization,” said Brandes. “The academic resources of Georgetown combined with the professional resources in the national capital region make this program unique.”



## Guest Speakers Provide Insight into Pressing Industry Issues

Georgetown SCS regularly hosts high-profile guests to give special lectures to our students. These guest speakers provide insight into current thinking in their given field and often engage in discussions with students. Guest speakers include elected officials, diplomats, CEOs, nonprofit leaders and consultants, among others. Some recent guest speakers include:

**Laura Amico**

Founder and Editor, Homicide Watch D.C.;  
2012-13 Nieman Fellow  
JOURNALISM PROGRAM

**Charles Bolden Jr.**

Administrator, N.A.S.A.  
BACHELOR OF ARTS IN LIBERAL  
STUDIES PROGRAM

**Michael Brodsky**

CEO, Goldstar Group  
REAL ESTATE PROGRAM

**Corey deBrowa**

Senior Vice President of Global  
Communications, Starbucks  
PUBLIC RELATIONS & CORPORATE  
COMMUNICATIONS PROGRAM

**Newt Gingrich**

Former Speaker of the U.S. House  
of Representatives  
SEMESTER IN WASHINGTON,  
D.C. PROGRAM

**Rudy Giuliani**

Former Mayor of New York City  
GEORGETOWN GLOBAL  
EDUCATION INSTITUTE

**Kevin Kelly**

CEO, Heidrick & Struggles  
HUMAN RESOURCES  
MANAGEMENT PROGRAM

**Theodore "Ted" Leonsis**

Founder, Chairman, Majority Owner and  
CEO, Monumental Sports & Entertainment;  
Owner, Washington Capitals, Washington  
Wizards, Washington Mystics and  
Verizon Center  
SPORTS INDUSTRY  
MANAGEMENT PROGRAM

**George McPhee**

General Manager, Washington Capitals  
SPORTS INDUSTRY  
MANAGEMENT PROGRAM

**Eileen Nacev**

Vice President, Commercial Asset  
Management, JBG  
REAL ESTATE PROGRAM

**William "Bill" Nelson**

U.S. Senator from Florida  
BACHELOR OF ARTS IN LIBERAL  
STUDIES PROGRAM

**Todd Park**

U.S. Chief Technology Officer  
TECHNOLOGY  
MANAGEMENT PROGRAM

**Alice Rivlin**

Board Governor, U.S. Federal Reserve  
SEMESTER IN WASHINGTON,  
D.C. PROGRAM

**Melissa Sabatine**

Vice President, Regulatory Affairs, American  
Association of Airport Executives  
HUMAN RESOURCES  
MANAGEMENT PROGRAM

**Gary Sheffer**

Vice President, Corporate Communications  
and Public Affairs, General Electric Co.  
PUBLIC RELATIONS & CORPORATE  
COMMUNICATIONS PROGRAM

**Margaret Sullivan**

Public Editor, The New York Times  
JOURNALISM PROGRAM

**Steven VanRoekel**

U.S. Chief Information Officer  
TECHNOLOGY  
MANAGEMENT PROGRAM



Former Speaker of the U.S. House of Representatives Newt Gingrich advises Semester in Washington, D.C. Program students to "think like future pioneers, not Washington bureaucrats" as part of his special guest lecture.



Kevin Kelly, CEO of Heidrick & Struggles, speaks to Human Resources Management students and guests about how a "Cultural IQ" is becoming the new differentiator for career advancement.



Steven VanRoekel, U.S. chief information officer, speaks to a group of Technology Management students and guests about the challenges of innovation in government.

# Engaging Ignatian Ideals

At Georgetown SCS we believe in contemplation in action, women and men for others and communities in diversity. We believe in academic excellence, reflection, creativity, knowledge of self, social justice and looking for good in all things.

All of these are Ignatian 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 true 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.

All degree programs at SCS have a required ethics course that applies the tenets of a Jesuit education to students' fields of study. The ethics course serves as a symbolic and unifying experience, allowing students to reflect on their professional and personal lives and actions with a sense of purpose.

We seek to educate the whole person and expand horizons, giving our students, faculty and staff the means to develop their own spiritual, intellectual, artistic, social and physical aspects. The concept of *cura personalis* resonates deeply here. We have great respect for the different needs, goals and circumstances of each individual. The School gives great attention to nurturing those unique qualities and gifts that each person holds so that they can be brought forth to enrich the lives of others.

With a focus on these ideals, we continually work to engage Ignatian values and to give every individual the opportunity to apply them in their own distinct way.

## *The Spirit of Georgetown Award*

SCS promotes Ignatian ideals by recognizing outstanding members of our community at the School's annual Tropaia Ceremony. The Spirit of Georgetown Award, created in 2010, honors a graduating student or 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:

- Sandra Strachan-Vieira (G '05), 2013
- William "Bill" Hawthorne (G '10), 2012
- Mary Ann Forbes (G '11), 2011
- Myles Caggins (G '08), 2010



# Leadership and Governance

## School of Continuing Studies Senior Leadership

### Central Administration

**Walter Rankin, Ph.D.**  
Interim Dean and Senior Associate Dean,  
Academic Affairs & Compliance

**James Parenti, M.A.**  
Chief Administrative Officer  
and Senior Associate Dean

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

**Christina Roberts**  
Chief of Staff

**Kristen Consolo, M.B.A.**  
Assistant Dean, Planning

**Rachael Godlove, M.A.L.S.**  
Interim Associate Dean,  
Academic Affairs & Compliance

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

**Sissel Malmbekk, M.A.**  
Associate Dean, Operations

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

### Program Administration

**Denise Keyes, M.A.**  
Senior Associate Dean, Division  
of Professional Communication,  
and Public Relations & Corporate  
Communications Program

**Christopher Metzler, Ph.D.**  
Senior Associate Dean, Division of Applied  
Management, and Human Resources  
Management Program

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

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

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

**William Hudnut, M.Div.**  
Executive Director, Real Estate Program

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

**Amy Kovac-Ashley, M.S., M.A.**  
Assistant Dean, Journalism Program

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

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

**Anthony Tambasco, Ph.D.**  
Associate Dean, Graduate Liberal  
Studies Programs

**Matthew Winkler, M.A.**  
Associate Dean, Sports Industry  
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

**Marjory Blumenthal, M.P.P.**  
Associate Provost, Academic

**Jeffrey Connor-Linton, Ph.D.**  
Associate Professor, Department  
of Linguistics

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

**Peter Pfeiffer, Ph.D.**  
Professor and Chair, Department of German

**Walter Rankin, Ph.D.**  
Interim Dean and Senior Associate Dean,  
Academic Affairs & Compliance, School of  
Continuing Studies

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

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











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School of Continuing Studies

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