



GEORGETOWN UNIVERSITY
School of Continuing Studies

Dean's Report

Spring 2012



UTRAQUE UNUM

Table of Contents

Georgetown University School of Continuing Studies	2
Degree Programs	4
Non-Degree Programs	6
Developing Leaders	8
Fostering Entrepreneurship	9
Expert Faculty and Outstanding Programming	10
Industry Connections	12
Applied Research	13
Innovative Programs	14
Hosting Leaders	15
Engaging Ignatian Ideals	16
Looking to the Future	17
School of Continuing Studies Leadership	18

Located in the nation's capital, Washington, DC, SCS currently has more than 375 faculty and staff members. We are continually growing in order to ensure an outstanding student experience.



Robert L. Manuel, Ph.D.
Associate Provost and Dean, School of Continuing Studies

Georgetown University School of Continuing Studies

The School of Continuing Studies (SCS) makes the academic excellence of a Georgetown education accessible to non-traditional students. Through innovative programming, experienced faculty and industry and academic connections, the School provides its students with the opportunity to pursue their passions, engage their intellect and advance personally and professionally.

Mission Statement

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 at SCS

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 Timeline

School of Continuing Studies founded.

1956

Undergraduate and graduate Liberal Studies programs launched.

1974

Doctor of Liberal Studies degree approved by the University's Board of Directors.

2004

1973

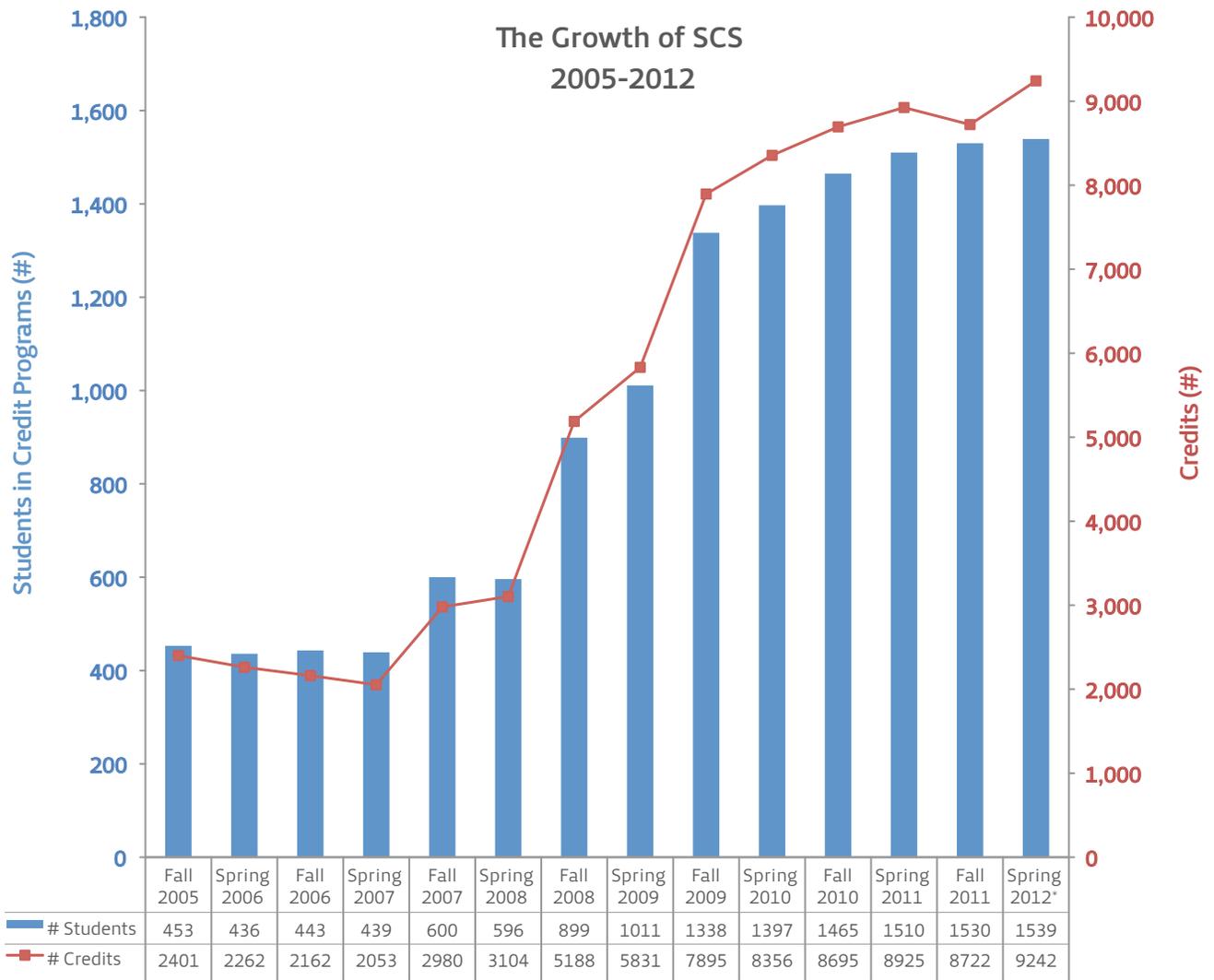
Paralegal Studies Program launched.

1978

Bachelor of Arts and Master of Arts in Liberal Studies programs hold first graduation.

2007

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



*Data estimated as of 1/13/12.

Real Estate and Sports Industry Management MPS programs launched.

2008

Human Resources Management and Technology Management MPS programs launched.

2009

Agreement signed with the Georgetown University Medical Center to be an educational partner with SCS.

2011

2008

First Public Relations & Corporate Communications and Journalism students graduate.

2010

First Doctor of Liberal Studies degree awarded to W. Taylor Johnson.

2013

Urban & Regional Planning and Emergency & Disaster Management MPS programs to launch.

Degree Programs

Master of Professional Studies

The School of Continuing Studies offers eight Master of Professional Studies (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.* Expert faculty teach a comprehensive curriculum that blends classroom theory with practical skills designed to help students advance their careers. In keeping with the School of Continuing Studies' mission, students are required to take an ethics course during their program of study.

**Approved by Executive Committee.*

Capstone Project

In order to graduate, students must complete a capstone project during their final semester. This experience is a culmination of everything students have learned throughout their program, giving them the opportunity to apply what they have learned to real-world situations and develop research to produce substantial work that contributes to their field of study.

Master of Professional Studies Degree	Human Resources Management	Journalism	Public Relations & Corporate Communications	Real Estate	Sports Industry Management	Technology Management
Current Students	153	64	289	309	266	85
Alumni	52	111	294	144	291	31



Liberal Studies

Liberal Studies has a long tradition at Georgetown University. 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 a bachelor's, master's and doctoral degree in liberal studies. The Doctor of Liberal Studies degree is the only one of its kind in the country.

The Liberal Studies programs seek to provide a well rounded education that promises intellectual advancement, enhanced critical thinking and greater cultural understanding. 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 professors but also from their peers.

Liberal Studies Degree	Bachelor's	Master's	Doctoral
Current Students	185	308	63
Alumni	410	1809	9

SCS Degree Student Facts

Age range 22-63 (majority 25-36)

75% part-time / 25% full-time

Average work experience 5-7 years

60% female / 40% male

Approximately 40% classify themselves as other than Caucasian

More than 20 states and 45 countries are represented



Non-Degree Programs

The Georgetown University Center for Continuing and Professional Education

The Georgetown University Center for Continuing and Professional Education (CCPE) empowers individuals and organizations to make meaningful, positive and lasting change through professional education. The Center offers more than 20 non-credit professional certificate programs in areas such as communication, leadership, management and technology. The Center 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 2009	FY 2010	FY 2011
Students Enrolled	1,800	1,658	1,800
Corporate & Custom Clients	4	8	14
Total Registrations	5,000	4,723	5,000
Certificates Conferred	555	469	660

Paralegal Studies Program

The Paralegal Studies Program is the only paralegal program in Washington, DC approved 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.

Corporate and Custom Education

CCPE has developed a 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 (CFE)
- Food & Drug Administration
- 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 the University 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.

Summer Programs for High School Students

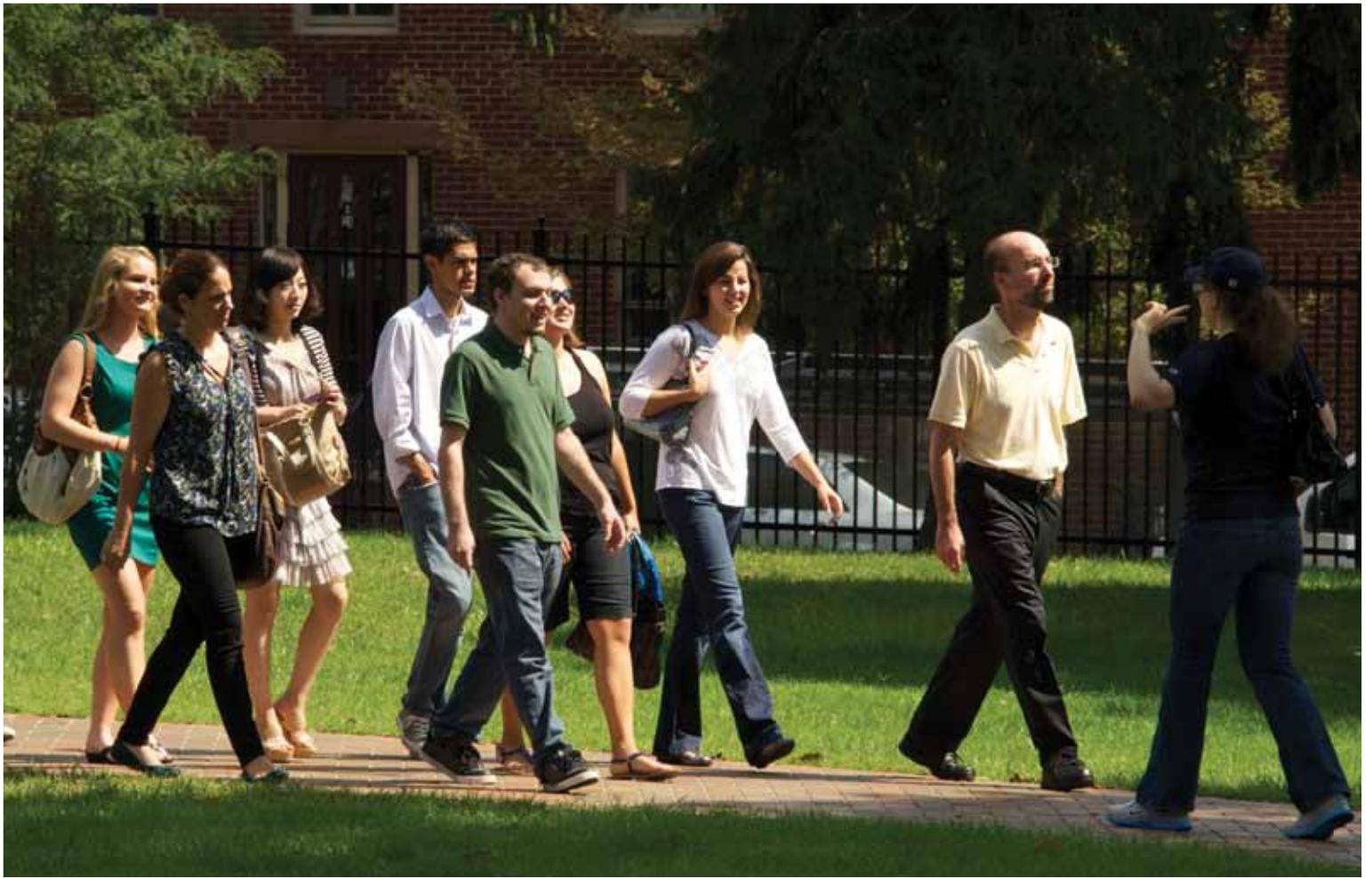
SCS offers exciting summer programs that give high school students the opportunity to explore their passions and experience college life. Learning opportunities last from eight days to ten weeks in subjects ranging from medicine and law to forensic science and creative writing. Students also have the ability to take undergraduate courses for college credit. Approximately 1,600 high school students come to campus each summer.

Semester in Washington, DC Program

The Semester in Washington, DC Program offers undergraduate students a unique opportunity to spend an exciting semester 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 firsthand 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. Approximately 75 students enroll in the program each year.

Institute on Sacred Scripture

For almost half a century, the annual Institute on Sacred Scripture has convened a distinguished faculty of biblical scholars to discuss topics from the Bible's Old and New Testaments over the course of one week. These lectures and discussions enable participants to increase their understanding of the Bible and its continued relevance to modern life.



Developing Leaders

Since its first graduating class in 1978, more than 3,000 students have graduated from the School of Continuing Studies. The School has fulfilled Georgetown University's mission of educational outreach and inclusivity by offering a wide range of degrees and applied learning opportunities to a diverse community of students and professionals. By following this mission, SCS trains leaders who are positively impacting society.



Technology Management Student Empowers Others Through Technology

Technology Management student Rui Manuel received the 2011 SCS Ignatian Student Award for his impact in the global community by using his education as an experience to address the issues facing his home in Angola. The SCS Ignatian Student Award honors a graduating student who embodies Georgetown's Ignatian values of faith and justice, and of men and women for others.

Manuel was previously appointed as a 2010 United Nations Graduate Fellow by the United Nations Association of the National Capital Area (UNA-NCA). He has a particular interest in international affairs and hopes to use the internship to apply technology management concepts learned in his classes at SCS to the fellowship.

"I truly believe that technology can play a leading role in empowering people and helping economies grow in developed and developing countries."

— Rui Manuel

Recent Graduate Placements

Michael Alexander (Real Estate),
Sustainability Project Manager, Cassidy Turley
Commercial Real Estate Services

David Francis (Sports Industry Management),
Government Relations Coordinator,
Division of Legal and Government Affairs,
U.S. Olympic Committee

Jamie Frankel (Human Resources),
HR Talent Manager, Deloitte Consulting, LLP

Mohaimina Haque
(Bachelor of Arts in Liberal Studies), Intern,
Domestic Policy Council, White House

Alicia Klein (Sports Industry Management),
Strategic Development and Legacy Manager,
Brazilian Olympic Committee

Phuong T. Nguyen (Technology Management),
Senior Cyber Analyst, Kingfisher Systems

Emily Shenk (Journalism),
Editorial QA Specialist, National Geographic

Austin Shinohara (CCPE), Paralegal, ExxonMobil

Jackie Titus (Public Relations & Corporate
Communications), Director of Digital Strategy,
Weber Shandwick Social Impact

Fostering Entrepreneurship

The programs offered within the School of Continuing Studies teach students not only to apply their education to the current trends within their industry, but also to be catalysts for change by using the knowledge and skills they have gained to generate innovative solutions, produce new technologies and create or improve companies.

Capstone Project Leads to Partnership

Real Estate classmates-turned-business partners Sharif Mitchell and Andrew Welburn completed a joint capstone project in which they conducted a financial analysis for a proposed hotel site. They approached their capstone as a way to create an investor memorandum, which they planned to use to raise equity. Since then, Welburn and Mitchell have formed Legacy Hotel Partners, a hotel acquisitions and investment firm.

Technology Thought Leader

Technology Management graduate Kevin T. McDonald is the author of *Above the Clouds: Managing Risk in the World of Cloud Computing*, a book on cloud computing strategy. Through cloud computing, a company's IT functions are moved to an external, shared service provider and accessed over the Internet. Data is no longer stored in-house and software applications are no longer owned by the company. His new book explains the possible benefits of adapting to this cloud-based approach.

Student Entrepreneurs

While touring South Africa during the 2010 World Cup, Ryan Smeets, a graduate student in the Sports Industry Management program, had the idea to develop a product sports fans could use on their cars to show their team loyalty—even at high speeds. Smeets eventually formed his own company called Car Socks. In 2011, with the help of fellow Sports Industry Management student Alexis Hallen and Car Socks intern Jonathan Merrill, the concept was presented to a 40-person panel at the Hoya Challenge Rocket Pitch Competition and Car Socks was named the winner.

The Hoya Challenge is a program designed and run by Georgetown's McDonough School of Business to help entrepreneurial students, faculty and staff come together and foster the creation of valuable businesses.

Technology alumnus Pete Lee and student Trevor McGraw participated in the Hoya Challenge and presented the Google TV app they developed.



Expert Faculty and Outstanding Programming

The School of Continuing Studies boasts world-class faculty composed of seasoned academics and experienced professionals whose expertise covers a multitude of disciplines and industries. Our faculty teach students to apply the concepts learned in the classroom to their current and future careers. These faculty are a key component to creating meaningful industry connections as well as innovative educational programming at SCS.

Dr. Christopher Metzler Consultant to Usher's New Look Foundation

Dr. Christopher J. Metzler, Senior Associate Dean and head of the Human Resources Management program, partnered with Usher's New Look Foundation (UNL) to analyze its assessment and educational outcomes models. UNL uses these models to track competencies and development within the four pillars of talent, education, career and service that are central to the New Look Leadership Academy.

Dr. Metzler is a world-renowned expert on diversity and inclusion across industries and sectors, as well as an evidence-based researcher who has pioneered standards, practices and competencies for diversity and human capital professionals.



Technology Management Faculty Member Named a Top Hispanic Influential

Pablo Molina, a Technology Management program faculty member, was chosen as one of the 100 Influentials of 2010 by *Hispanic Business Magazine*.

The Hispanic IT Executive Council recently selected Molina for the HITEC 100.

Paralegal Studies Program Honored

The Paralegal Studies Program received the 2011 Paralegal Program Excellence Award from the National Capital Area Paralegal Association (NCAPA).

Dean's Service and Teaching Awards

Each year the School recognizes outstanding faculty. Award recipients for the 2010-2011 academic year included the following:

Graduate Liberal Studies

Excellence in Teaching Award, Douglas M. McCabe
Dean's Service Award, Arnold Bradford

Journalism

Excellence in Teaching Award, Alisa M. Parenti
Dean's Service Award, Howard Yoon

Public Relations & Corporate Communications

Excellence in Teaching Award, Tiphane P. Turpin

Real Estate

Excellence in Teaching Award, Roger P. Staiger III

Technology Management

Dean's Service Award, Pablo Molina

Undergraduate Liberal Studies

Excellence in Teaching Award, Alexander Sens
Dean's Service Award, Arnold Bradford

Faculty Experts

More than 150 faculty members teach in SCS degree and for-credit programs and approximately 175 faculty members teach in CCPE non-credit programs. Our faculty experts include:

David Almacy,
Senior Vice President,
Digital Public Affairs,
Edelman

Daniel J. Bender,
Managing Director,
Litigation Graphics &
Business Development,
Digital Evidence Group

David Chalian,
Washington Bureau
Chief, Yahoo News

Wayne Conell,
Vice President,
Human Resources,
The Washington Post

Tom DePaso, J.D.,
Associate General
Counsel, NFL Players
Association (NFLPA)

Abe Frank,
Managing Director of
Government Relations,
National Collegiate
Athletic Association
(NCAA)

John Gilroy,
Computer Guys,
WAMU 88.5 FM
National Public Radio,
Washington, DC

Bobby Goldwater,
President, The
Goldwater Group

William Hudnut,
Managing Partner, Bill
Hudnut Consultants,
LLC; former Mayor of
Indianapolis, Indiana

Keith Jenkins,
Supervising Senior
Producer for
Multimedia, NPR.org

Nicole Johnson, Ph.D.,
Deputy Chief Human
Capital Officer, U.S.
Department of Treasury

Ken Kellner,
Acting Chief Counsel,
Committee on
Standards of Official
Conduct, U.S. House of
Representatives

Frank Nothaft, Ph.D.,
Chief Economist,
Freddie Mac

Bajinder Paul,
Deputy Associate
Administrator of Citizen
Services and Innovative
Technology, General
Services Administration

**Robert B. Rovinsky,
Ph.D.,** CIO, Federal
Aviation Administration

Griff Witte,
Deputy Foreign Editor,
The Washington Post

Selected Faculty Books

**Francis J. Ambrosio,
Ph.D.**
(Graduate Liberal
Studies)
*Dante and Derrida: Face
to Face* (State University
of New York Press, 2008).

Alan Bjerga
(Journalism)
*Endless Appetites:
How the Commodities
Casim Creates Hunger
and Unrest* (Bloomberg
Press, 2011).

Garrett M. Graff
(PR&CC)
*The Threat Matrix: The
FBI at War in the Age of
Global Terror* (Back Bay
Books, 2012).

William Hudnut
(Real Estate)
*Changing Metropolitan
America: Planning for a
Sustainable Future*
(Urban Land Institute,
2008); *Cities on the
Rebound: A Vision for
Urban America* (Urban
Land Institute, 1998).

**Christopher Metzler,
Ph.D.**
(Human Resources)
*The Construction and
Rearticulation of Race in
a “Post-Racial America”*
(University of Aberdeen
Press, 2008).

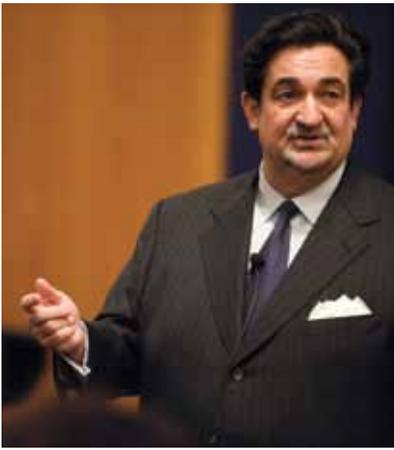
Walter Rankin, Ph.D.
*Grimm Pictures: Fairy
Tale Archetypes in Eight
Horror and Suspense Films*
(MacFarland, 2007)

**Anthony J. Tambasco,
Ph.D.**
(Graduate Liberal
Studies)
*In the Days of Jesus: The
Jewish Background and
Unique Teaching of Jesus*
(Paulist Press; reprinted
Wipf and Stock, 2006);
*In the Days of Paul: The
Social World and Teaching
of the Apostle*
(Paulist Press; reprinted
Wipf and Stock, 2006).



Recognition of Leading PR&CC Program

The Public Relations & Corporate Communications program was named the top PR program in the “PR Education Program of the Year” category for the 2012 PRWeek Awards.



Industry Connections

Industry connections are an integral part of the intellectual and professional advancement of our students. Programs connect students with leaders in their industry through conferences, guest speakers, branded class experiences, internships, mentoring and fellowships. Global intensive experiences in locations such as London, South Africa and China allow students to gain a global perspective of their industry.

Sports Marketing Conference Gives Students Access to Industry Decision Makers

The Sports Industry Management program hosts the Annual Sports Events Marketing Experience (SEME). SEME is the premier national sports career and networking conference and features experts from more than 210 organizations in 20 different sports career fields, including top decision makers from the NFL, NBA, MLB, NHL, MLS, NCAA, NASCAR, College Sports, Action Sports, Minor Leagues, the Olympics and other public and private organizations.



“We are at a critical juncture in the sports industry today and the role of SEME has never been more valuable for new professionals looking to break into the sports industry,” said Matt Winkler, SEME Executive Director and Associate Dean for the Sports Industry Management program.

Under Armour Branded Class Experience

Bill Kraus, Senior Vice President of marketing for Under Armour, brings lessons to life for graduate students in the SCS course, “Sports Economics, Global Brand Management & Under Armour.” Using Under Armour as a case study, students are able to navigate the complex issues associated with brand management within the sports industry.



“Classes like this help students acquire an integrated set of skills that are critical for success in sports-related fields. The program is committed to helping students gain access to the sports industry with key relationships and experiences supported by the traditions of Georgetown University and the success of our community,” Winkler said.

Journalism Students Receive Prestigious Fellowship

In April 2011, Journalism students Rebecca Lim and Emily Shenk won two of 12 prestigious awards from Fellowships at Auschwitz for the Study of Professional Ethics (FASPE) to study the role of journalism during Nazi Germany and the Holocaust.

They traveled to New York, Germany and Poland as part of a two-week study tour in summer 2011, together with students in business, medicine, law and religion to examine how professionals in each of these disciplines acted in the events leading up to the Holocaust. Using this historical context, students were challenged to think deeply about journalism’s role in contemporary ethical issues.



Master’s in Human Resources Management Program’s Consortium of Chief Diversity Officers: Creating New Knowledge in the Field of Diversity and Inclusion

Nike. Marriott. Bank of America. Abercrombie and Fitch. Johnson & Johnson. Xerox. Wells Fargo. This is just a partial list of highly successful companies whose diversity officers are represented on Georgetown University’s Consortium of Chief Diversity Officers—the only consortium of its kind—housed in the School of Continuing Studies. In addition to defining and funding research, the Consortium serves as a forum for chief diversity officers and a promoter for professionalization of the diversity and inclusion field.

Applied Research

Student and faculty research is integrated throughout the School of Continuing Studies' programs. Examples of this applied research can be seen in studies produced by the Center for Social Impact Communication, student's capstone projects and industry partnerships.

Capstone Project Highlights

Stephen Hattwick (Real Estate, '11): "Real Estate Investment Trusts (REITs): Surviving the Financial Crisis and Leading the Real Estate Investment and Development Recovery."

Bobby R. Nath (Human Resources Management, '11): "Gandhi, King, and Organizational Change: The Integrated Revolutionary-Based Model for HR Change Agents."

Michael Rejmaniak (Technology Management, '11): "Technology and Natural Disasters: Planning, Reporting and Response."

Alana Smith (Sports Industry Management, '11): "Revolutionizing D.C. Sports and Tourism Through the Implementation of Modern Technology and Mobile Devices."

Antonella Weyler (Public Relations & Corporate Communications, '10): "Key Messages, Strategies and Tactics Developed for Capital Partners for Education."

Report Discusses Validity of Diversity Rankings

The Consortium of Chief Diversity Officers at Georgetown University and Dr. Christopher J. Metzler, Senior Associate Dean, recently partnered to conduct a study that examined the science behind diversity rankings. Metzler concluded that, "Diversity plays a role in all organizations. As organizations seek outside acknowledgement of their work in diversity, there remain serious questions as to whether the lists, surveys and rankings do what they promise."

Center for Social Impact Communication Partners with Ogilvy Public Relations Worldwide for Cause Engagement Study

The Public Relations & Corporate Communications program's Center for Social Impact Communication (CSIC) conducts a number of applied research studies in conjunction with industry partners each year. In 2010-2011, CSIC collaborated with industry leading global communications firm Ogilvy Public Relations Worldwide to conduct a quantitative study on American cause engagement. Study results showcased trends in cause involvement and examined the role of online and offline activities in fostering engagement in causes today.

The study has shaped the broader industry dialogue on "slacktivists"—previously thought to be disengaged supporters known for "liking" causes on Facebook but doing little else—by showing that Americans who support causes via social media actually participate more broadly in other ways than their non-social media supporter peers. CSIC and its research was recognized in publications like *The Economist*, *Forbes* and *USA Today*, among others, and the study was presented at a number of social marketing conferences, including the 2nd World Social Marketing Conference in Dublin, Ireland.

CSIC completed several other industry-focused research projects during the past year, working closely with select PR&CC graduate students and industry partners to identify trends and gaps in current communications thinking and sharing the resulting data and insights broadly. Projects included examining the level of transparency of recent cause marketing campaigns; researching best practices in digital tools and strategies for public health social marketing; and the forthcoming release of a comprehensive guidebook on incorporating imagery into nonprofit communications planning.



Innovative Programs

The School of Continuing Studies is an engine for innovative programming within the University. SCS actively partners with industry to create new educational opportunities that creatively address emerging educational and industry needs.

SCS and Georgetown University Medical Center to Offer New Programs

SCS is partnering with the world renowned Georgetown University Medical Center to launch a series of educational programs in nutrition, integrative health and wellness. Degree programs are planned in several areas, including Bioscience Management & Administration and Nutrition Sciences. Non-credit certificates are planned in Integrative Health and Wellness; Integrative Health Coaching; and Complementary and Alternative Medicine, in addition to wellness campaigns for professionals seeking to impact the ways in which people care for and nourish themselves through food, exercise and wellness practices.

Georgetown Global Education Institute Partners with Industry to Train World Leaders

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. The Institute is specifically geared toward professional education and training to impart senior government officials and corporate executives with the knowledge they need to better understand global, national and regional issues that face governments and businesses today, as well as the strategies needed to address those issues. Together, Georgetown and partner organizations host educational training designed to offer interactive cultural experiences, case-study explorations and simulation-based environments for participants in order to create an active, applied learning experience.

SCS Partners with SPIRE Institute to Deliver Applied Multidisciplinary Coursework

A generous gift to the Georgetown University School of Continuing Studies has made possible the creation of a new, multidisciplinary course called City Lab. The gift to SCS comes from the SPIRE Institute, a nonprofit organization whose mission is to unlock the full potential of the human spirit via athletics, academics and service at its state-of-the-art facilities in Geneva, Ohio.

The course offers an opportunity for students to work collaboratively on solving multiple urban challenges facing city agencies in Geneva, bringing together the skills and talent from various disciplines and fields. The inaugural fall 2011 course roster brought together students and faculty from many SCS programs, including the master's programs in Human Resources Management, Public Relations & Corporate Communications, Real Estate, Sports Industry Management and Technology Management, as well as the bachelor's and master's programs in Liberal Studies. As a result of meetings with townspeople and community leaders from Geneva, classroom and field collaboration, as well as market research, the class targeted the adaptive community as a possible segment for creating an engine of economic growth in the Northeast Ohio region, which was realized through a culminating project proposal.

SCS to Offer Two New Master of Professional Studies Programs

SCS is preparing to roll out two new master's programs in Urban & Regional Planning and Emergency & Disaster Management.

The Urban & Regional Planning program seeks to train urban planners who have an impact on the built environment and will serve as change agents in their communities nationally and internationally. It is estimated that by 2050, 70 percent of the world's population will live in urban areas. Graduates will be prepared to take on the challenges of overburdened transportation systems, aging infrastructure and disinvestment in inner cities.

The Emergency & Disaster Management program will offer working professionals the opportunity to study in an executive, cohort-based format. The program combines onsite and online intensive experiences to help train the next generation of emergency management and disaster response professionals. Students will visit industry facilities and travel to cities in the U.S. and abroad to study health pandemics and the management of terrorism and natural and wartime disasters.

Hosting Leaders

A hallmark of study at Georgetown is the wealth of experts available in our nation's capital, the Washington, DC metro area. In addition, the University and the city are a magnet for top national and international thought leaders. Throughout the academic year, SCS programs host guest speakers who are policy makers, industry experts, writers and more.



SCS Hosts Wikipedia Founder Jimmy Wales and CiviliNation Founder Andrea Weckerle

The Technology Management program hosted Wikipedia founder Jimmy Wales and CiviliNation founder and president Andrea Weckerle to promote cyber civility. Wales and Weckerle presented “Upholding the Core Ideals of Democracy & Freedom of Speech: the Need for Civil Digital Discourse,” a discussion to promote a standard code of digital behavior and monitoring for online aggression and attacks.

DC/Political Guest Speakers

Many of the speakers and guest lecturers at SCS are from the Washington, DC area and the political community.

Roger Baker, CIO, Department of Veterans Affairs

Josh Bolten, former White House Chief of Staff

Dick Cass, President, Baltimore Ravens

Karen Finney, Strategist and former Communications Director, Democratic National Committee

Carlos Gutierrez, former U.S. Secretary of Commerce

Tom Hamm, Office of Chinese and Mongolian Affairs, U.S. Department of State

Doug Heye, former Communications Director, Republican National Committee

Ted Leonsis, Founder, Chairman & Majority Owner, Monumental Sports & Entertainment

Beth Noveck, U.S. Deputy Chief Technology Officer, White House Open Government Initiative

Steve Pawlowski, Vice President of Strategic Innovations, Fannie Mae

Kevin Payne, President & CEO, DC United

Scott Sforza, former Deputy Assistant to President George W. Bush

A.B. Stoddard, Associate Editor, *The Hill*

Peter Tseronis, Deputy Associate CIO, U.S. Department Of Energy

Ricky Wiley, Political Director, Republican National Committee

Distinguished Guest Speakers

Stefanos Arethas, Moody's Investors Service

Joan Blumenfeld, Principal, Perkins & Will

James Brown, CBS Sports

Eleanor Clift, Political Reporter, *Newsweek/Daily Beast*

Ann Cody, Gold Medalist, Paralympics

Dave Devonshire, former CFO, Motorola

Sam Lehrman, President, Lehrco Corporation

Steven Levy, Legal Scholar

Dave McCue, Partner, Deloitte

Tim Pawlenty, former Governor of Minnesota

Byron Pitts, Chief National Correspondent, CBS Evening News and Contributor to 60 Minutes

Kristen Reese, Director of Talent Acquisition, Bozzuto Group

Jimmy Wales, Founder, Wikipedia

Marilyn Wilbarger, Chair, BOMA Foundation

Engaging Ignatian Ideals

Ignatian values, based on the teachings of the founder of the Jesuit order, Ignatius of Loyola, include reflection, creativity, knowledge of self, action for others, social justice and looking for good in all things. In keeping with the historic mission of Georgetown University, the School educates 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.

We believe in contemplation in action, women and men for others and communities in diversity, building these values into our work life and academic programming. Several members of our administration, including Dean Robert Manuel, completed a series of reflective exercises developed by Father Philip Burroughs and have taken part in the Kenyan Immersion program; our staff volunteer at Don Bosco Cristo Rey High School each summer, interviewing students as a part of their bootcamp; and we are the University's greatest proponent of the Yellow Ribbon program to offer educational benefits to veterans.

We offer a wide range of degrees and applied learning opportunities to a diverse community of students and professionals. Our goal is to help our students identify, strengthen and follow their passions, because we believe those passions can lead to uncovering a person's true self.

With that understanding, our students can go out into the world with the knowledge to lead, change and improve the world. All degree programs at the School have a required ethics course. This course serves as a symbolic and unifying experience, allowing students to reflect on their lives and actions with a sense of purpose. In addition to this course, other SCS courses have embraced Jesuit ideals across the programs, including the Pearl Project, which garnered national attention for the work performed by students and faculty to investigate the kidnapping and murder of *Wall Street Journal* reporter Daniel Pearl; Cause Consulting, which pairs students with non-profit groups in need of communications planning; and Institutional Discrimination, which teaches students to appreciate and evaluate diversity from an organizational perspective.

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 the industry's top experts into the classroom, exposing students to the most current thinking and practices in a variety of academic and professional areas. We seek out students who are open to a complete experience that will help them achieve their personal, professional and academic goals.

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.

Our educational opportunities provide students with the skills and knowledge to lead a more purposeful life, one that includes service, faith and justice. 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 as they improve themselves and strive to have a positive influence in the world.

Cristo Rey Pre-College Program Adds KIPP Students

During summer 2011, 15 high school students from the Knowledge Is Power Program (KIPP) joined 26 Cristo Rey Network high school students for a three-week, pre-college experience on Georgetown's campus. Funding for the program was provided by The Marineau Family Foundation and SCS.

SCS Staff Volunteer at Don Bosco Cristo Rey High School

In August 2011, staff members from SCS volunteered at Don Bosco Cristo Rey High School. They conducted mock interviews with the students that helped prepare them for their work study program. Many of the students were entering their freshman or sophomore year in school. It was a rewarding experience for everyone involved.

"Our goal is to help our students identify, strengthen and follow their passions, because we believe those passions can lead to uncovering a person's true self."

Looking to the Future

New Location, New Beginnings

The School of Continuing Studies is actively working with Campus Planning to expand Georgetown's reach within the city beyond the Hilltop. New, expanded facilities will lead to opportunities for additional programming and even greater accessibility to students within the region. With this move, SCS will be able to provide even better student services, create a closer connection among students, faculty and staff and have room for continued growth.

Strategic Directions for SCS: 2012-2016

New SCS Degree Programs

- Urban & Regional Planning (URP)
- Emergency & Disaster Management (EDM)

Bridging Washington, DC and Global Communities

- International (Brazil, India, China, Russia, Japan)
- Domestic (Ohio)

Collaborative Work with Joint Branding

- GU Medical Center
- Stevens Institute of Technology

Connecting Georgetown's Jesuit Values

- Focus on connecting Georgetown's Jesuit values even more deeply into the educational experience of current students and careers of graduates.

Online Education

- Bringing a Georgetown education to a wider audience through online collaboration and learning.



School of Continuing Studies

Senior Leadership

Robert L. Manuel, Ph.D., Associate Provost and Dean, School of Continuing Studies

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

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

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

Vincent J. Kiernan, Ph.D., Associate Dean, Undergraduate Liberal Studies

Beverly A. Magda, Ph.D., Associate Dean, MPS in Technology Management

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

Christopher J. Metzler, Ph.D., Senior Associate Dean, Division of Applied Management Degrees

Darcie M. Milazzo, M.A., Associate Dean, Custom Contract Education

James V. Parenti, M.A., Associate Dean, Georgetown Global Education Institute

Walter P. Rankin, Ph.D., Senior Associate Dean, Academic Affairs & Compliance

Charles N. Schilke, J.D., A.M., Associate Dean, MPS in Real Estate

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

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

Roseanna C. Stanton, Ph.D., Chief Strategy Officer

Anthony J. Tambasco, Ph.D., Associate Dean, Graduate Liberal Studies

Matthew V. Winkler, M.A., Associate Dean, MPS in Sports Industry Management

Executive Committee

Robert L. Manuel, Ph.D., Associate Provost and Dean, School of Continuing Studies

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 S. Blumenthal, M.P.P., Associate Provost, Academic

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

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

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

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

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









GEORGETOWN UNIVERSITY
School of Continuing Studies

3307 M Street NW, Suite 202, Washington, DC 20007 | scs.georgetown.edu