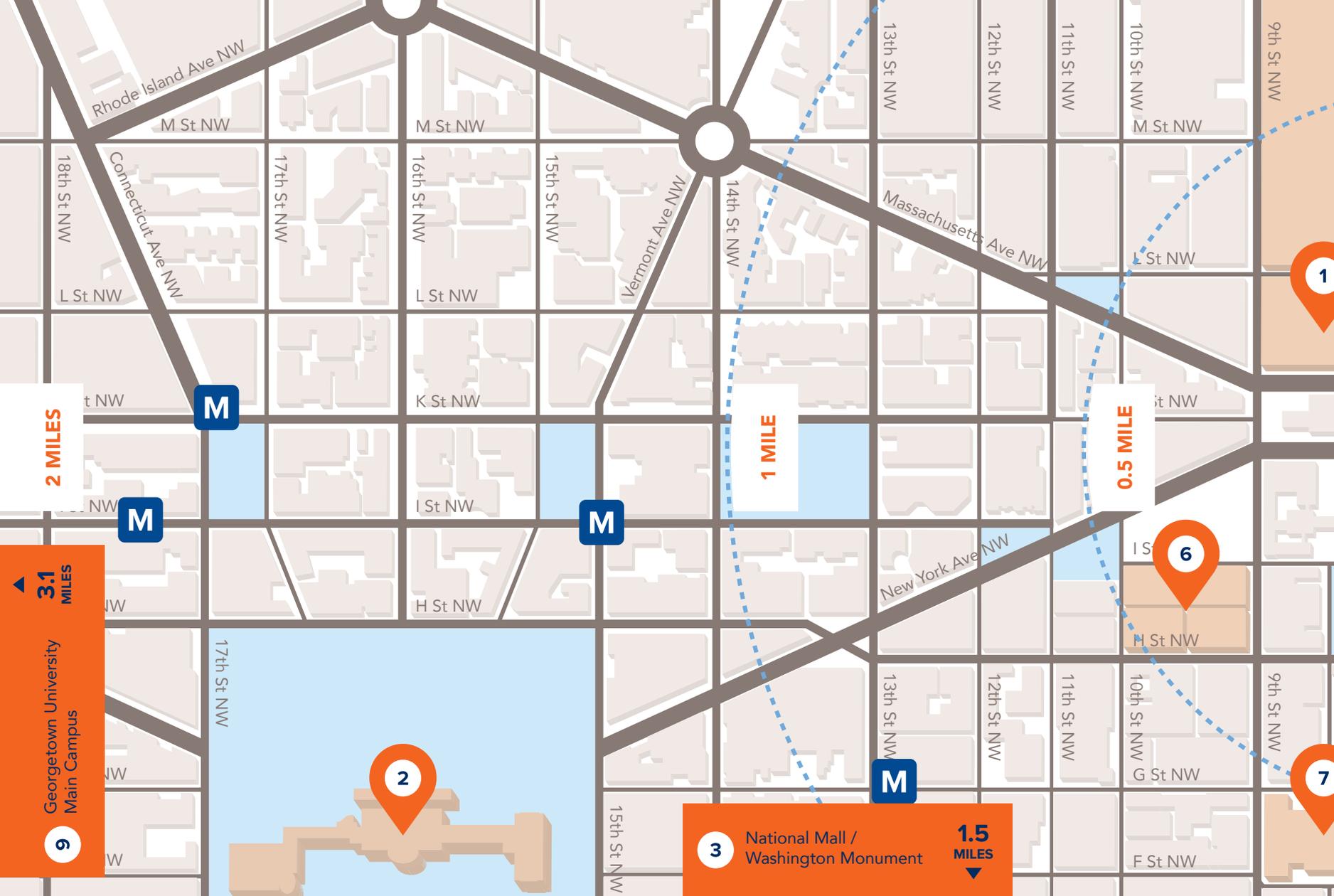




GEORGETOWN UNIVERSITY  
School of Continuing Studies

# A School in Focus

2017-2018 DEAN'S REPORT



Rhode Island Ave NW

M St NW

M St NW

13th St NW

12th St NW

11th St NW

10th St NW

M St NW

9th St NW

18th St NW

Connecticut Ave NW

17th St NW

16th St NW

15th St NW

Vermont Ave NW

14th St NW

Massachusetts Ave NW

St NW

L St NW

L St NW

M

K St NW

1 MILE

0.5 MILE

M

I St NW

M

6

2 MILES

3.1 MILES

Georgetown University  
Main Campus

9

17th St NW

H St NW

New York Ave NW

I St NW

H St NW

9th St NW

13th St NW

12th St NW

11th St NW

10th St NW

G St NW

7

15th St NW

3

National Mall /  
Washington Monument

1.5 MILES

F St NW

# A Campus

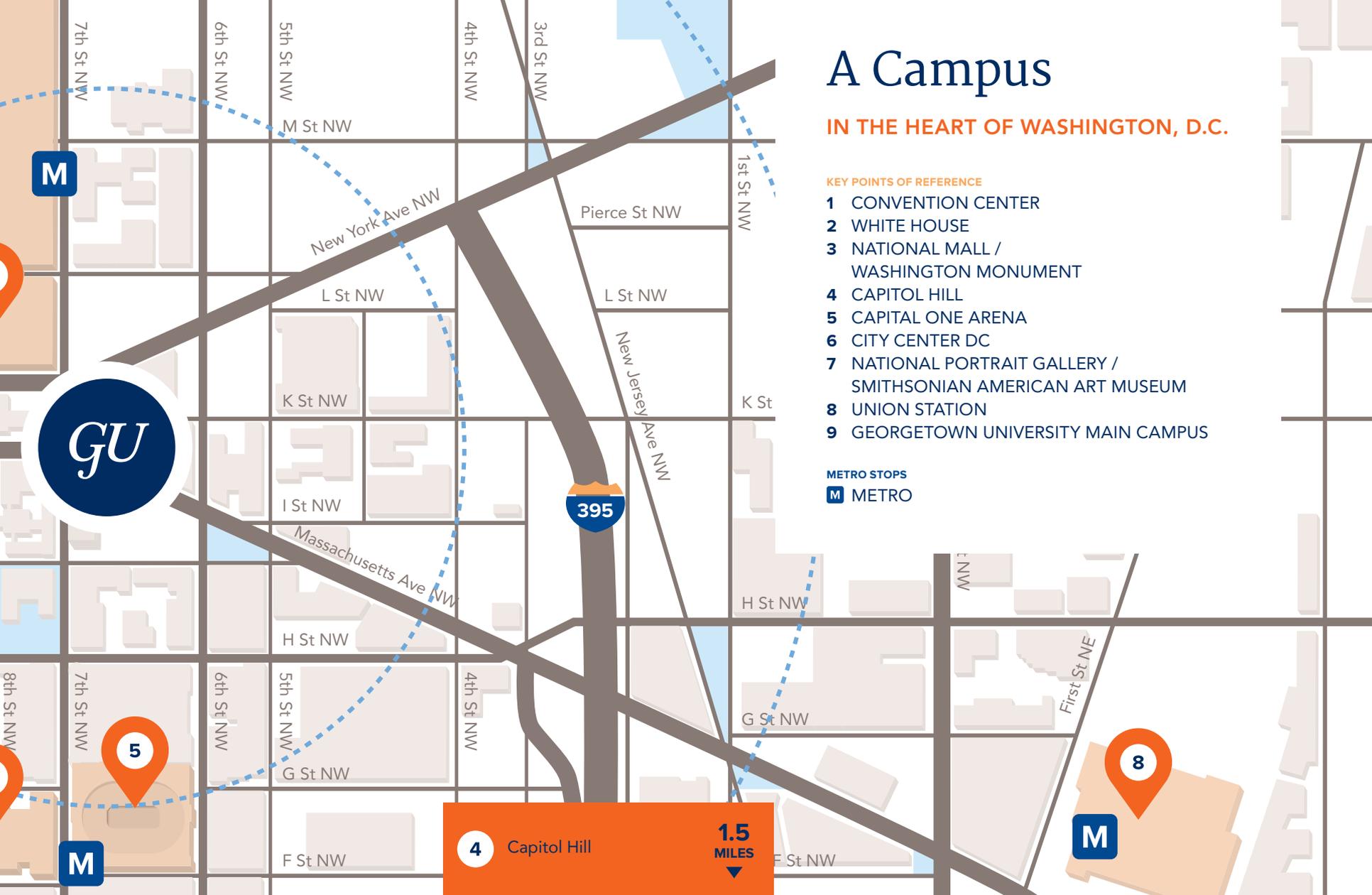
IN THE HEART OF WASHINGTON, D.C.

## KEY POINTS OF REFERENCE

- 1 CONVENTION CENTER
- 2 WHITE HOUSE
- 3 NATIONAL MALL / WASHINGTON MONUMENT
- 4 CAPITOL HILL
- 5 CAPITAL ONE ARENA
- 6 CITY CENTER DC
- 7 NATIONAL PORTRAIT GALLERY / SMITHSONIAN AMERICAN ART MUSEUM
- 8 UNION STATION
- 9 GEORGETOWN UNIVERSITY MAIN CAMPUS

## METRO STOPS

- M METRO



4 Capitol Hill

1.5  
MILES

- 
- 1** DEAN'S WELCOME
  - 3** SCS BY THE NUMBERS
  - 9** ACADEMIC EXCELLENCE IN FOCUS
  - 13** STUDENT EXPERIENCE IN FOCUS
  - 17** PROGRAM INCUBATION IN FOCUS
  - 21** GLOBAL ENGAGEMENT IN FOCUS
  - 25** SUSTAINABLE PARTNERSHIPS IN FOCUS
  - 28** DEGREES, PROGRAMS, AND CERTIFICATES

# Dean's Welcome

Georgetown University's School of Continuing Studies offers programs reflective of dynamic and evolving economies and societies. Our strategic priorities represent our roadmap for building a strong future for the School in support of the University. We have set lofty but worthwhile goals which require collaboration to achieve. When all units of the organization work together for this common purpose, we invite students to reimagine what is possible.

We have embarked on ambitious projects to improve key areas of our work. This academic year and into the next, we will focus on improving the academic excellence of our programs and faculty, enhancing the student experience, facilitating programmatic incubation, engaging on the global stage, and forging new partnerships to ensure the sustainability of our work.



You will see how specific projects further these priorities in the following pages. As we move forward collectively to deliver an exceptional Georgetown education, we inspire students to ask tough questions, rethink traditional solutions, and ultimately seek something greater than themselves.

Most sincerely,

A handwritten signature in black ink, which appears to read "Kelly J. Otter". The signature is fluid and cursive, with a long horizontal line extending to the right.

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



“You will be challenged by industry professionals, share best practices with rising contemporary leaders, and be overwhelmingly **embraced by the Spirit of Georgetown.** Be prepared to truly develop as a person, and most importantly, as a leader.”

## John Nikiforakis

STUDENT

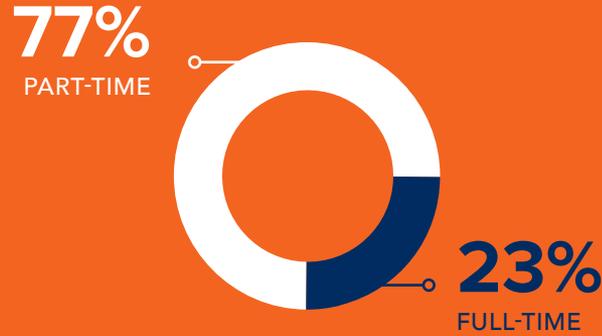
MASTER OF PROFESSIONAL STUDIES  
IN PROJECT MANAGEMENT



SCS

BY THE NUMBERS

## PART-TIME VS. FULL-TIME STUDY



# 46

INDUSTRIES  
REPRESENTED

-  **15%** REAL ESTATE
-  **7%** MILITARY AND DEFENSE
-  **7%** EDUCATION
-  **7%** GOVERNMENT/  
PUBLIC ADMINISTRATION
-  **5%** FINANCIAL SERVICES
-  **5%** SPORTS MANAGEMENT
-  **4%** CONSULTING
-  **4%** NONPROFIT

## YEARS OF WORK EXPERIENCE

MASTER OF PROFESSIONAL STUDIES

**5** yrs  
MEDIAN

**6.6** yrs  
AVERAGE

EXECUTIVE MASTER OF PROFESSIONAL STUDIES

**9** yrs  
MEDIAN

**11** yrs  
AVERAGE

BACHELOR OF ARTS IN LIBERAL STUDIES

**7** yrs  
MEDIAN

**9.5** yrs  
AVERAGE

GRADUATE LIBERAL STUDIES

**9** yrs  
MEDIAN

**12** yrs  
AVERAGE

**Professional**  
EXPERIENCE

Includes students in Master of Professional Studies, Executive Master of Professional Studies, and Liberal Studies programs.

# 6,455

## ALUMNI

3,755 MASTER OF PROFESSIONAL STUDIES

129 EXECUTIVE MASTER OF PROFESSIONAL STUDIES

49 DOCTOR OF LIBERAL STUDIES

1,917 MASTER OF ARTS IN LIBERAL STUDIES

595 BACHELOR OF ARTS IN LIBERAL STUDIES

## DEGREE PROGRAMS (ACADEMIC YEAR 2016-17)

### ENROLLMENT

2,217

1,907

41

64

81

124

### PROGRAMS

18 TOTAL

12 MASTER OF PROFESSIONAL STUDIES

3 EXECUTIVE MASTER OF PROFESSIONAL STUDIES

1 DOCTOR OF LIBERAL STUDIES

1 MASTER OF ARTS IN LIBERAL STUDIES

1 BACHELOR OF ARTS IN LIBERAL STUDIES

## NONCREDIT & SPECIAL PROGRAMS



183 GRADUATES

1,014 UNDERGRADUATES

2,242 HIGH SCHOOL STUDENTS



10,453 COURSE REGISTRATIONS

1,259 CERTIFICATES CONFERRED



10 EXECUTIVE TRAINING PROGRAMS

# Program

## ENROLLMENT



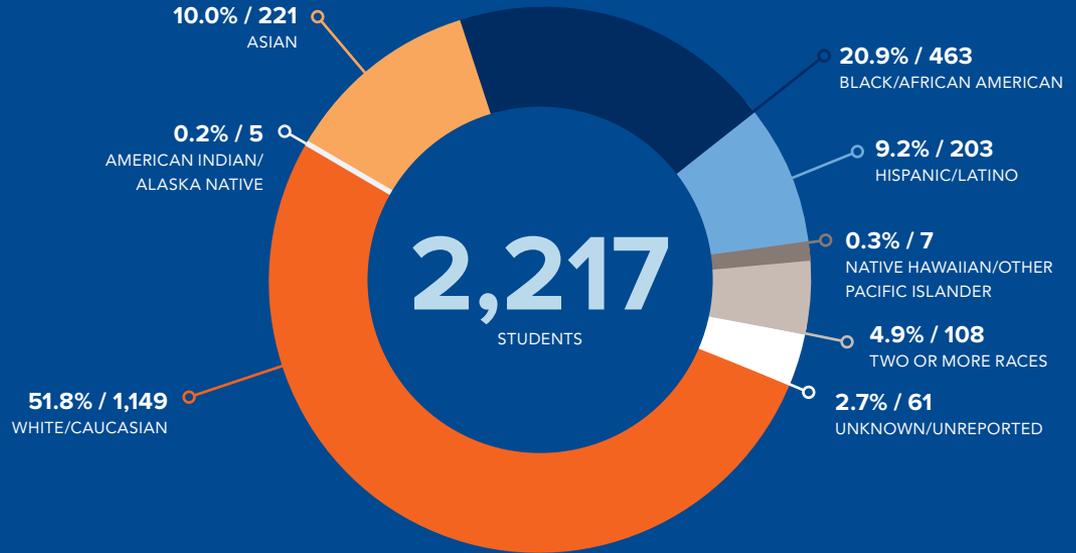
“You can have 100 really smart people in a room together. But if the 100 people are smart in the same ways as one another, and they come from the same places as one another, their strengths are going to become redundant, and their weaknesses are going to amplify one another. So my first piece of advice to you...is to **seek out diversity and differences of opinion.**”

## Nate Silver

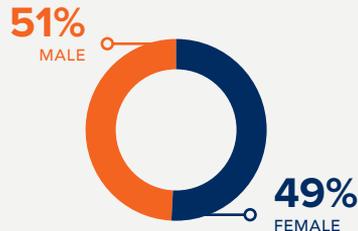
FOUNDER & EDITOR IN CHIEF  
FIVETHIRTYEIGHT

2017 SCS COMMENCEMENT SPEAKER  
& HONORARY DEGREE RECIPIENT

### DEGREE PROGRAM STUDENT BODY AT A GLANCE (ACADEMIC YEAR 2016-17)



#### SEX



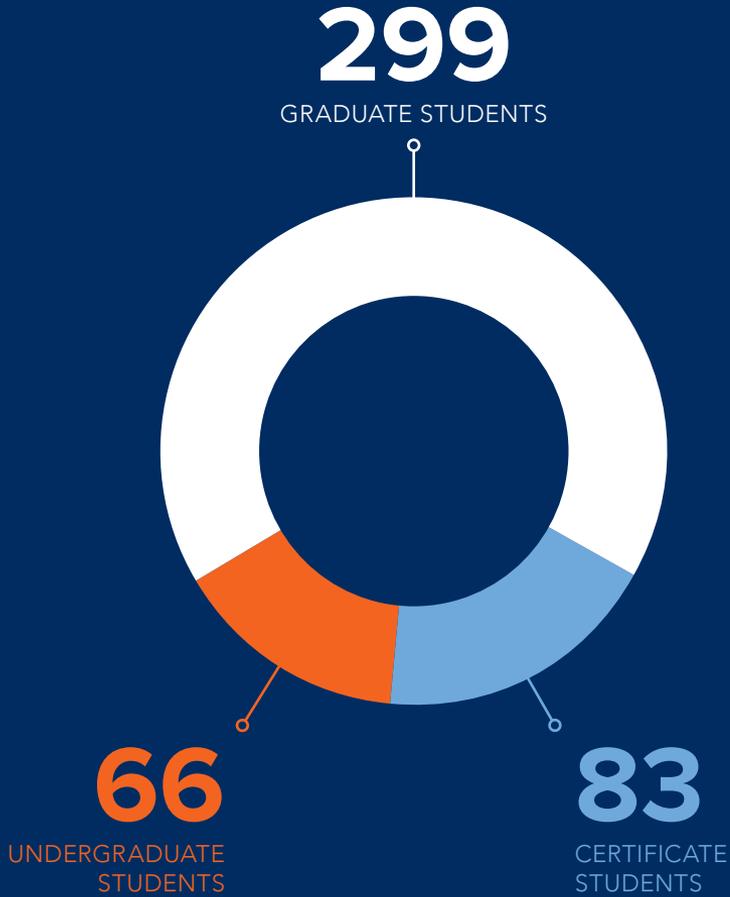
#### ETHNICITY



#### AGE RANGE

**20-75**  
YEARS OLD

### MILITARY STUDENTS

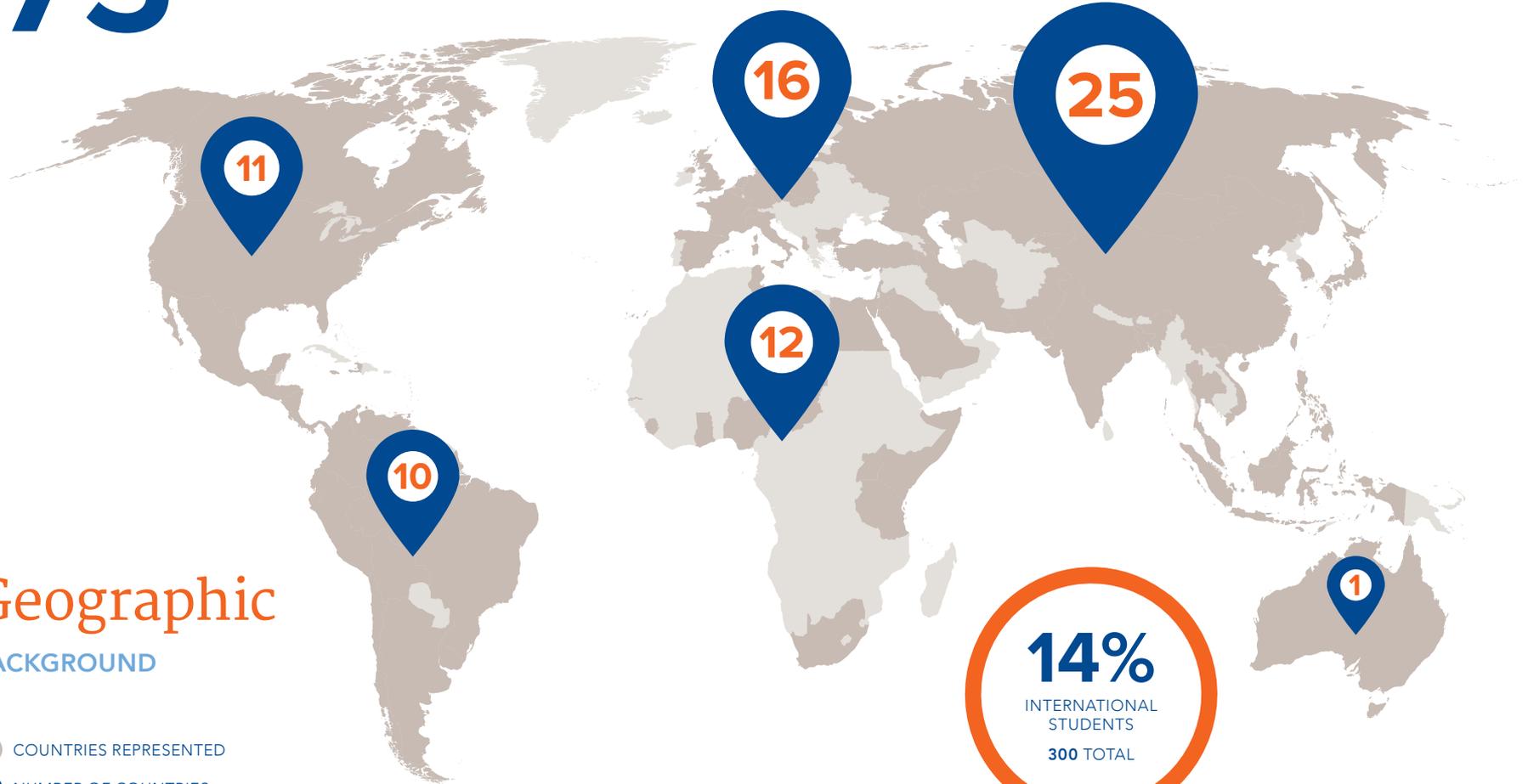


### YELLOW RIBBON PROGRAM PARTICIPANTS



# 75 NATIONALITIES REPRESENTED

BY DEGREE PROGRAM STUDENTS



## Geographic

### BACKGROUND

● COUNTRIES REPRESENTED

📍 NUMBER OF COUNTRIES REPRESENTED PER CONTINENT



# Academic Excellence

IN FOCUS



# Training Course Equips Instructors With New Resources

For many seasoned instructors, teaching online can be a new and exciting opportunity.

However, with this opportunity comes the challenge of replicating classroom gravitas in the online environment. To ensure success in the digital classroom, the School of Continuing Studies has developed resources to help faculty thrive.

SCS recently launched an eight-module onboarding and training course to prepare faculty for the world of online instruction. Modules include an introduction to Georgetown's Jesuit heritage and values, effective strategies for promoting student learning, and research-based teaching practices. Together, these elements help faculty who are new to the online environment make the most of the tools provided by Georgetown. The course also requires faculty members to complete an assignment: Create a report analyzing a course design from the perspective of a student. →

“The course combines specific insights from Georgetown professors with industry resources and best practices.”

Glenn Williamson

FACULTY DIRECTOR AND ASSISTANT PROFESSOR OF THE PRACTICE  
FOR THE MASTER OF PROFESSIONAL STUDIES IN REAL ESTATE



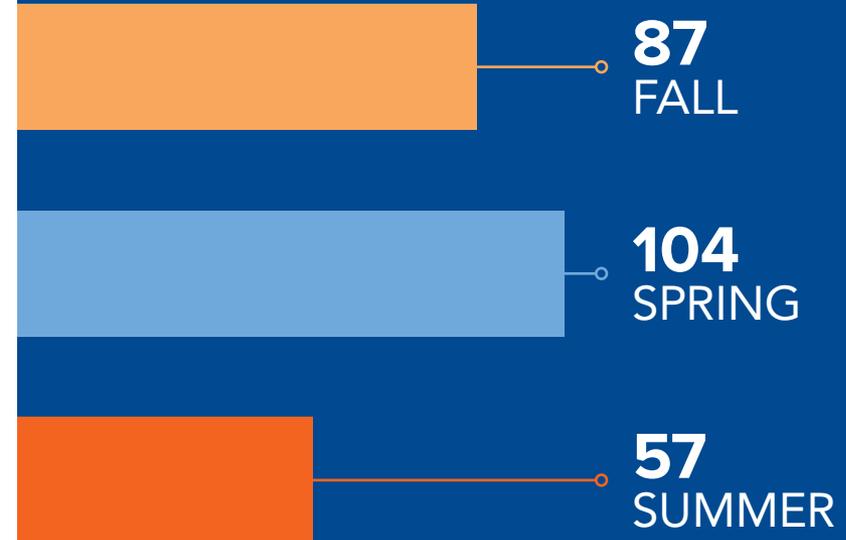
“The course combines specific insights from Georgetown professors with industry resources and best practices,” says Glenn Williamson, faculty director and assistant professor of the practice for the Master of Professional Studies in Real Estate. “Rather than a one-time experience, the course provides an ongoing resource library that faculty can return to as they gain experience and encounter specific questions and issues in their classes.”

According to Dr. Shenita Ray, director for online operations, the course development process took about a year. During this time period, SCS’s faculty directors assisted the Digital Strategy team in designing and implementing crucial elements of the course, such as best practices in online teaching. By the end of the course, faculty members not only understand how to be effective and engaging teachers in the online space, but are also equipped with the tools to incorporate the University’s Jesuit values into their teaching methods.

The end goal is to create an online experience that is as engaging as an on-campus course. As Ray puts it, “We want our faculty to be present. This means being responsive to students’ comments on tools like Voicethread and encouraging students to engage with each other.” In the future, Ray hopes to expand the course to on-campus faculty members to equip them with the same technological tools as faculty teaching online.

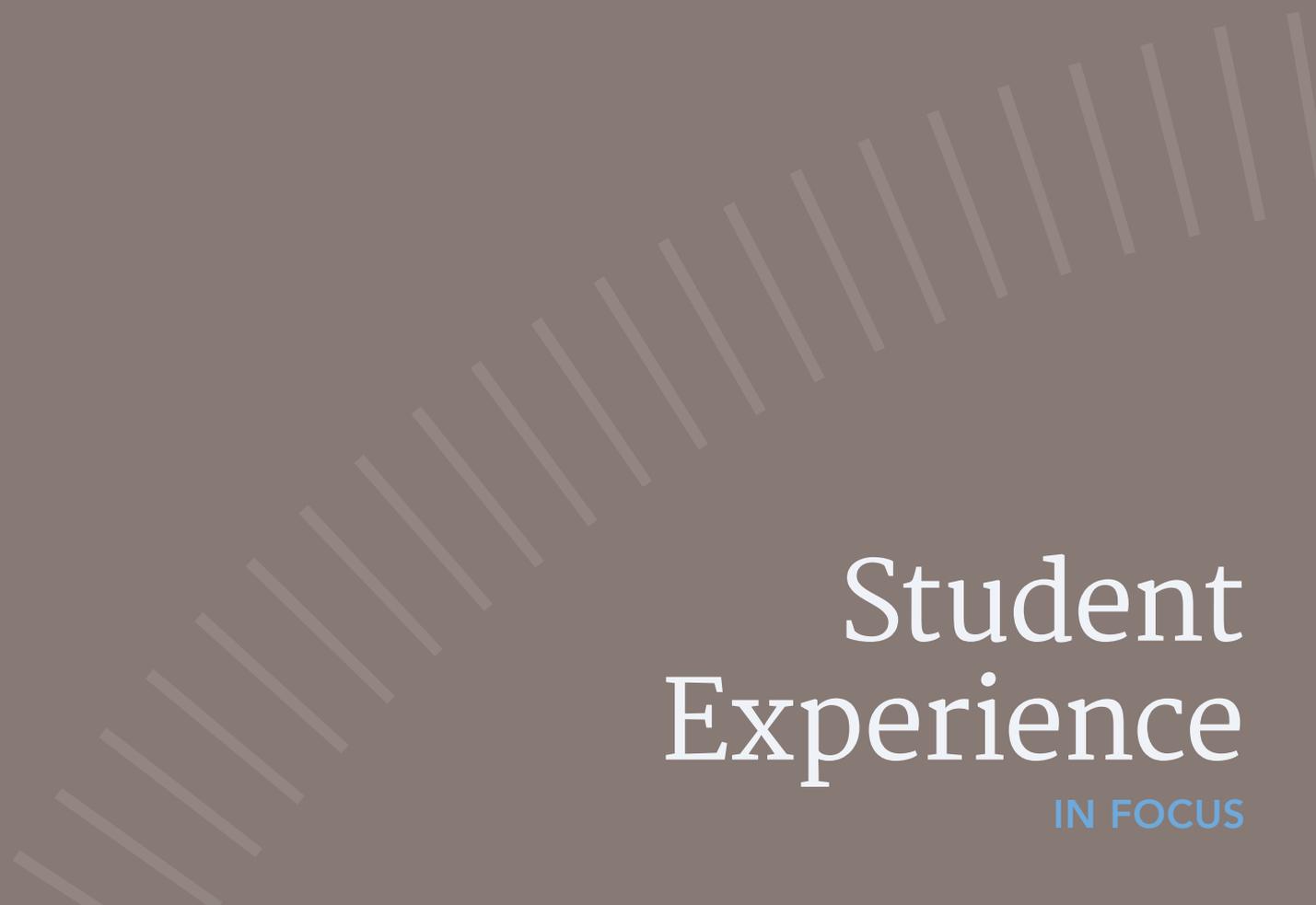
TOTAL ONLINE  
COURSE SECTIONS  
FOR DEGREE PROGRAMS

248



FACULTY MEMBERS  
TEACHING ONLINE  
(2016–17 ACADEMIC YEAR)

139



# Student Experience

IN FOCUS



# Immersive Medical Programs Open Doors for D.C. Students

## It starts with check-in and a campus tour.

In the following days, there's a panel titled "Civic Leadership for the Common Good," a lecture on biomedical ethics delivered by scholars from the Kennedy Institute of Ethics, and at least one hands-on lab session, where students learn how to suture for the first time.

The audience: high school students getting their first taste of a Georgetown University medical education, as taught by Georgetown medical faculty, staff from the School of Nursing & Health Studies' O'Neill Family Foundation Clinical Simulation Center, and Georgetown graduate students. The purpose behind the Georgetown University Summer High School Programs' three-week Medical Immersion and one-week Medical Institute programs is to expose high school sophomores, juniors, and seniors to the path to medical school. These are two of several similar programs, which are designed to introduce high school students to topics such as politics and foreign policy, business and law, and the arts and humanities. Through lectures, laboratory work, and fieldwork experiences, these young medical students study a breadth of topics ranging from neuroscience and pathology to anatomy and endocrinology.

This year, a partnership between SCS and the Georgetown University Medical Center supported eight D.C. public school students by awarding them full scholarships to attend the Medical Immersion and Institute programs. →



“We have an obligation to the local community to do our best to provide these opportunities to local students.”

**Esteban Olivares**

ASSISTANT DEAN OF HIGH SCHOOL PROGRAMS

“We have an obligation to the local community to do our best to provide these opportunities to local students,” says Esteban Olivares, assistant dean of high school programs. “Bringing that local perspective will add to the diversity in the classroom and will enhance both the class discussion and the student experience.”

But the programs represent more than preparation for medical education; they also introduce students to the lifelong mission of being civically engaged industry leaders.

“One of the big themes we’ve been focusing on this year is social justice,” says Caitlin Cochran, associate dean of summer school and special programs. “With a field like medicine, students enter with the idea that they want to save lives, but we also introduce them to considerations like ethical medical research. We represent a Jesuit institution, and the idea of *cura personalis* is ingrained throughout the whole program.”

According to Dr. Susan Cheng, senior associate dean for diversity and inclusion for the Georgetown University School of Medicine, this local inclusion initiative is also one small way Georgetown can combat a troubling national trend in medical education.

“There is great need for medical education to attract, recruit, and cultivate more diverse candidates early on,” Cheng says, “as well as train local talent who understand the diverse cultural competency needs of patients from the region. More diversity in the medical field can lead to better cultural competency, patient affinity, service in underserved communities, and improved medical education.”

In addition to expanding local scholarship opportunities in the coming years, Olivares says he would also like to extend the scholarship opportunities to international students. “The hope is that these students see Georgetown as an opportunity...as something that’s attainable and accessible.”



# Program Incubation

IN FOCUS



# Applied Intelligence Program Tackles a Complex World

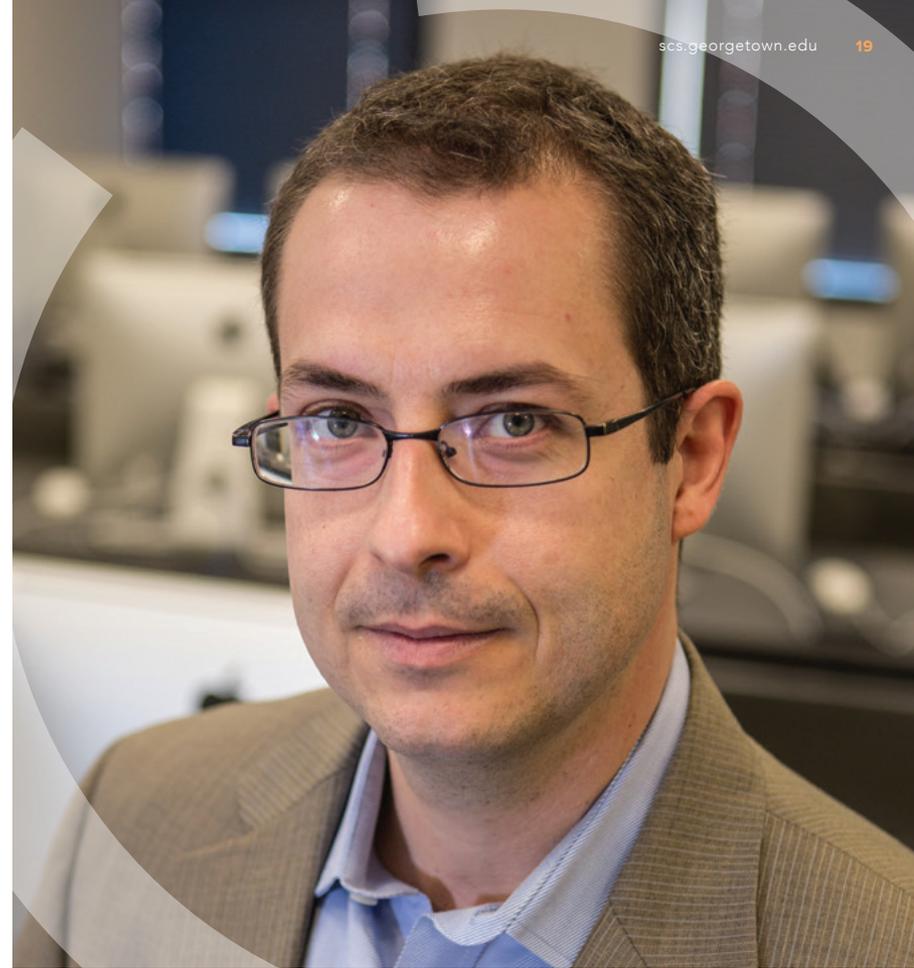
We live in a complicated world that yields an excess of data.

Private businesses use data to generate a competitive advantage. Government agencies analyze data to keep us safe. To make sense of the myriad sources of data and the innumerable data points themselves, we increasingly look to professionals who can improve performance, increase efficiencies, and mitigate risk.

At SCS, emerging and evolving social and economic needs have inspired programmatic incubation and growth since the 1970s, and when the opportunity to launch the Master of Professional Studies in Applied Intelligence was presented, it fit perfectly into the School's portfolio.

"There is a clear demand for analysts to work in government, especially in the area of security," says Dr. Frederic Lemieux, faculty director and professor of the practice for the Master of Professional Studies in Applied Intelligence. "At the same time, doing business at the national level—as well as the international level—has become much more competitive and companies need data analysts to inform their strategy." →

“Ethics plays a very important role in the formation and education of our students.”



**Dr. Frederic Lemieux**

FACULTY DIRECTOR AND PROFESSOR  
OF THE PRACTICE FOR THE MASTER OF  
PROFESSIONAL STUDIES IN APPLIED INTELLIGENCE



The program, which enrolled its first students in the fall of 2017, has attracted a wide range of applicants, from individuals currently working in the field as military or law enforcement intelligence analysts to others looking to change careers. It offers three focus areas: Homeland Security Intelligence, Law Enforcement, and Competitive Business Intelligence.

Expert faculty members—such as Adrienne Goldsmith Romero, who served as chief speechwriter to former FBI Directors James Comey and Robert Mueller, and Rohin Sharma, senior Middle East and terrorism analyst at the U.S. Army who is responsible for briefing senior U.S. Army leadership on all issues relevant to the United States Central Command—impart valuable industry insights based on their vast collective experience.

Students learn important skills in industry-aligned courses like Applied Intelligence Communications and Understanding Intelligence Collection, but also gain a thorough understanding of the ethical considerations inherent in the work of an intelligence analyst.

“Ethics plays a very important role in the formation and education of our students,” Lemieux says. “They form a different level of consciousness and consider the impact of their choices. In many cases, when you’re doing intelligence analysis, you’re working with circumstantial suggestions and making a judgment call.”

According to Lemieux, it is in these discussions of ethics that Georgetown’s program sets itself apart. “There is a certain amount of reflection involved,” he says. “Students must thoroughly understand the consequences of their judgment.”



# Global Engagement

IN FOCUS

# Experts Customize Emergency & Disaster Management Education for the Middle East



“In the Middle East, there’s a need for a more practical and applied understanding of emergency and disaster management,” explains Dr. Tim Frazier, faculty director and associate professor of the practice for SCS’s Emergency & Disaster Management graduate programs.

In his needs assessment, Frazier demonstrates the agility and program design expertise that enlivens the School’s global engagement strategy. Market and data analysis informs the application of the School’s educational strengths to local contexts. This allows SCS to introduce programs that meet the demands of regional workforces. In the case of emergency and disaster management in the Middle East, the solution was to introduce a degree program that would be customized for students living and working in the region.

An integral part of the program design process was forming partnerships with local organizations, such as the Red Crescent and Qatar Petroleum. “These organizations make valuable connections for the program and its students and also enhance the academic experience by providing applied learning opportunities,” Frazier says. “Qatar Petroleum, for example, has allowed us to use their emergency operations plan as a teaching tool.”

So far the executive program has garnered interest from a diverse array of public and private sector organizations and companies

within the Middle East that are encouraging their employees to apply. Several students from the United States interested in working in the region have also enrolled. While the customized curriculum addresses many of the competencies taught in the existing master’s and executive master’s options offered at Georgetown, it also features components tailored to regional needs.

Students develop the knowledge and tools needed to address a variety of threats and hazards, particularly those specific to a region surrounded by large bodies of water and dependent on oil and gas production. They also gain a deeper understanding of how to navigate roles, responsibilities, and resources across national borders. For example, many of the program’s case studies focus on incidents likely to occur in the Gulf, such as preparing for and mitigating the impact of cyclones in Oman.

Faculty with extensive experience in the Middle East lend insights specific to the region and lead five week-long intensive residencies, three of which take place in the Middle East and the other two in Washington, D.C.

“The way I see it, our global engagement strategy is executed in a way that allows us to live up to the University’s values,” Frazier says. “We expand opportunity beyond Washington—even beyond our national borders—which allows us to fulfill our mission and serve global communities through innovative and customized program content and delivery methods. Who wouldn’t want to be a part of achieving that goal?”



# 9

PROGRAMS FEATURE  
INTERNATIONAL  
STUDY OPPORTUNITIES

## EMERGENCY & DISASTER MANAGEMENT

Santiago, Temuco, Concepción, and Talcahuano, Chile; London, England

## GLOBAL HOSPITALITY LEADERSHIP

Havana, Cuba; Langkawi, Malaysia; Bangkok, Thailand

## GLOBAL STRATEGIC COMMUNICATIONS

London, England; Republic of Singapore

## HUMAN RESOURCES MANAGEMENT

Prague, Czech Republic; Hong Kong, China

## JOURNALISM

Hveragerði, Iceland

## REAL ESTATE

Berlin, Germany; Warsaw, Poland

## SPORTS INDUSTRY MANAGEMENT

London, England

## TECHNOLOGY MANAGEMENT

Florence, Italy

## URBAN & REGIONAL PLANNING

Wuhan, China



# Sustainable Partnerships

IN FOCUS



## Sustainable Partnerships Support Mission-Driven Work

“The academic experience is no longer 2–8 years,” says Jason Smith, executive director of enrollment management at the School of Continuing Studies.

“It’s 60 years—people want to continue to learn, and we’re fulfilling that desire to continue to learn throughout a lifetime.”

At the heart of the School of Continuing Studies’ mission is the charge to serve the educational and employment needs of a rapidly evolving society. But in order for SCS to address the needs of the 21st-century student, it must adopt a 21st-century approach to sustaining its mission-driven work. Through strategic partnerships and an emphasis on a diverse financial portfolio, SCS ensures that its innovative programming will remain sustainable for years to come.

Partnerships range from agreements with the U.S. Army and Navy to scholarships for eligible members of the World Bank Group Staff Association. The Center for Continuing & Professional Education offers additional scholarships to Boeing employees and members of the American Marketing Association’s D.C. Chapter. The School’s most recent partnership, with the United States Office of Personnel Management, known as the Federal Academic Alliance, provides a 10 percent scholarship to eligible federal employees across the country.

“SCS adds a level of access to Georgetown for the working student,” Smith says. “The partnerships enable us to reach students who may not be able to access it traditionally, due to financial or time constraints.” Yet these partnerships provide more than a tuition reduction and a professional network—they also ensure a range of student experience and enhanced discussion in the classroom.

“We don’t want the classroom to be full of like-minded folks,” Smith says. “These partnerships help us with enrollment, but more importantly, they diversify the student experience in the classroom by bringing together people of varying backgrounds and interests.”

In the future, Smith hopes to build a platform for SCS to take a more active approach to forging partnerships worldwide with organizations with values similar to Georgetown’s.

“By building these purposeful and strategic partnerships, we are able to identify and meet the needs of an evolving workforce,” Smith says. “We have a connection to the Washington, D.C. area—and we’re serving that now—but as a global institution, we need to start thinking about how we do that on a more global level.”

As the demands of tomorrow’s workforce continue to evolve, the School of Continuing Studies will continue to partner and innovate well into the future.

# 346

Scholarship opportunities awarded through sustainable partnerships\*



Federal Academic Alliance



SCS Summer Scholarship



Yellow Ribbon Program



EdAssist Scholarship Alliance



Other



The Osher Reentry Scholarship



Segal AmeriCorps Education Award Program



Crankstart Foundation Reentry Scholarship



World Bank Group Staff Association Scholarship

\*Fiscal Year 2017

## MASTER OF PROFESSIONAL STUDIES

- Applied Intelligence
- Design Management & Communications\*
- Emergency & Disaster Management
- Global Hospitality Leadership
- Higher Education Administration\*
- Human Resources Management
- Integrated Marketing Communications
- Journalism
- Project Management
- Public Relations & Corporate Communications
- Real Estate
- Sports Industry Management
- Systems Engineering Management
- Technology Management
- Urban & Regional Planning

15

## EXECUTIVE MASTER OF PROFESSIONAL STUDIES

- Emergency & Disaster Management
- Global Higher Education Administration\*
- Global Strategic Communications
- Program & Portfolio Management\*

4

## LIBERAL STUDIES DEGREES

- Bachelor of Arts in Liberal Studies
- Master of Arts in Liberal Studies
- Doctor of Liberal Studies

3

## SUMMER & SPECIAL PROGRAMS

- Georgetown Summer Sessions
- Summer Programs for High School Students
- Visiting Non-Degree Programs

3

\*Launching Fall 2018



# 23

## PROFESSIONAL CERTIFICATES

- Budget & Finance
- Business Administration
- Corporate Finance
- Cybersecurity Strategy
- Data Science
- Digital Marketing
- Early Intervention
- Education Policy & Program Evaluation
- Financial Planning
- Forensic Accounting
- Franchise Management
- International Business Management
- International Migration Studies
- Marketing
- Organizational Consulting & Change Leadership
- Project Management
- Social Media Management
- Strategic Diversity & Inclusion Management
- Strategy & Performance Management

## INSTITUTE FOR TRANSFORMATIONAL LEADERSHIP

- Facilitation
- Health & Wellness Coaching
- Leadership Coaching
- Transformational Leadership

# 9

## ENGLISH LANGUAGE CENTER PROGRAMS

- American Conversational English
- Continuing Studies English
- Customized Group Programs
- English for Heritage Language Speakers
- Intensive English Programs
- Professional Communication
- Certificate in Professional English Studies
- Teacher Training
- Teaching English as a Foreign Language



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