

Dean's Remarks • October 28, 2022

Dear SPS Community,

Coming off of a great Parents and Alumni Weekend, we continue with exciting happenings and news across NYU SPS at the halfway point of the Fall semester.

Our DPB Integrated Marketing & Communications program recently released its inaugural

Corporate Social Value Index, which shows consumers have stronger relations with brands that have similar social values as their own.

In addition, our faculty continues to impress people and be recognized for their expertise. This week, we share news about our faculty, including CGA's Jennifer Trahan, Schack's Brian Schwagerl, Tisch Sports' Gina Antonello, and DPB's Anna Tavis.

As our students get ready for midterm testing and project assignments over the next week or so, I would like to thank you our dedicated faculty and staff for having such a tremendous impact on our NYU SPS students. We are grateful for your commitment every day.

Warmly,

Angie

Follow the Dean!

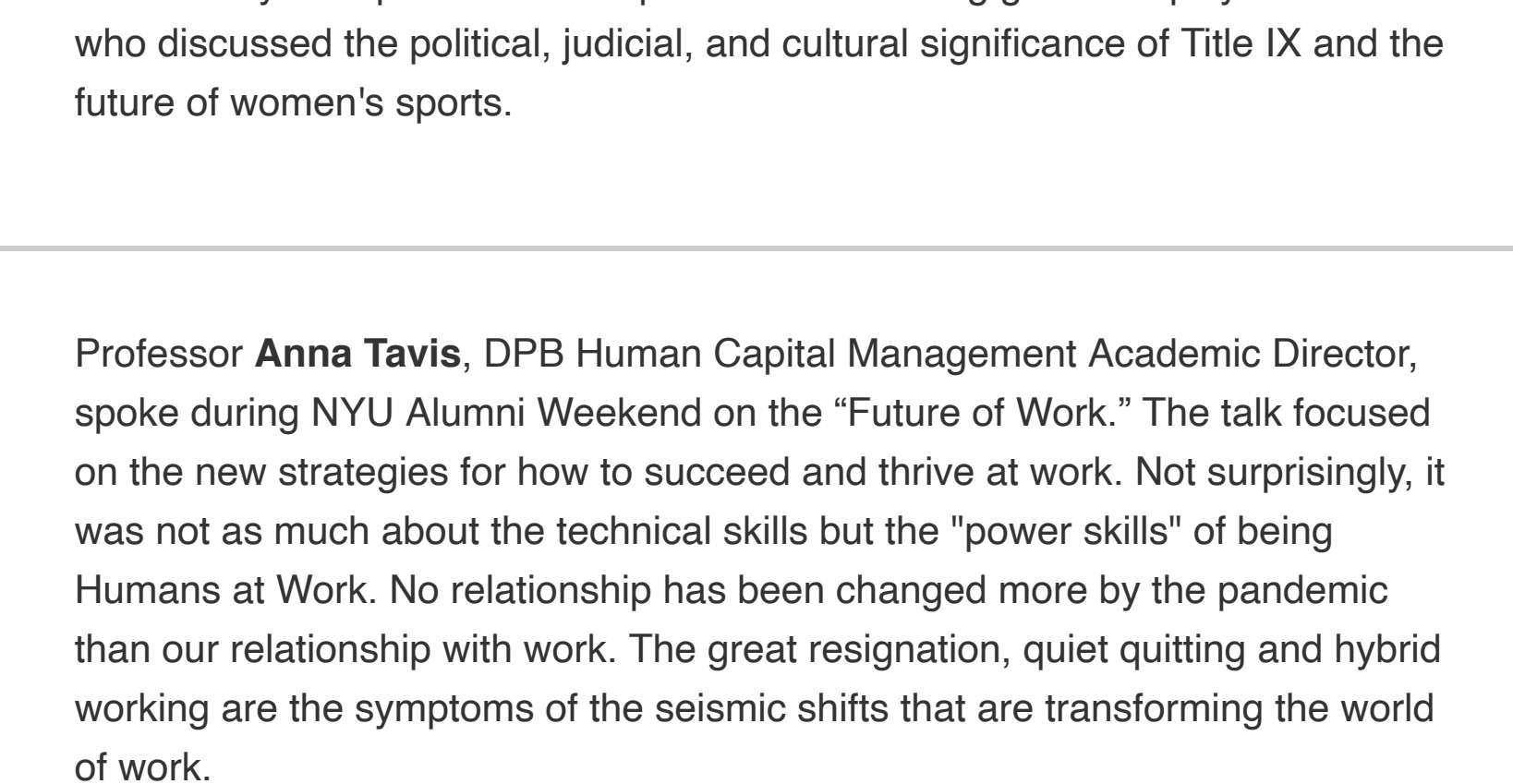


NYU SPS HIGHLIGHTS

In Case You Missed it...

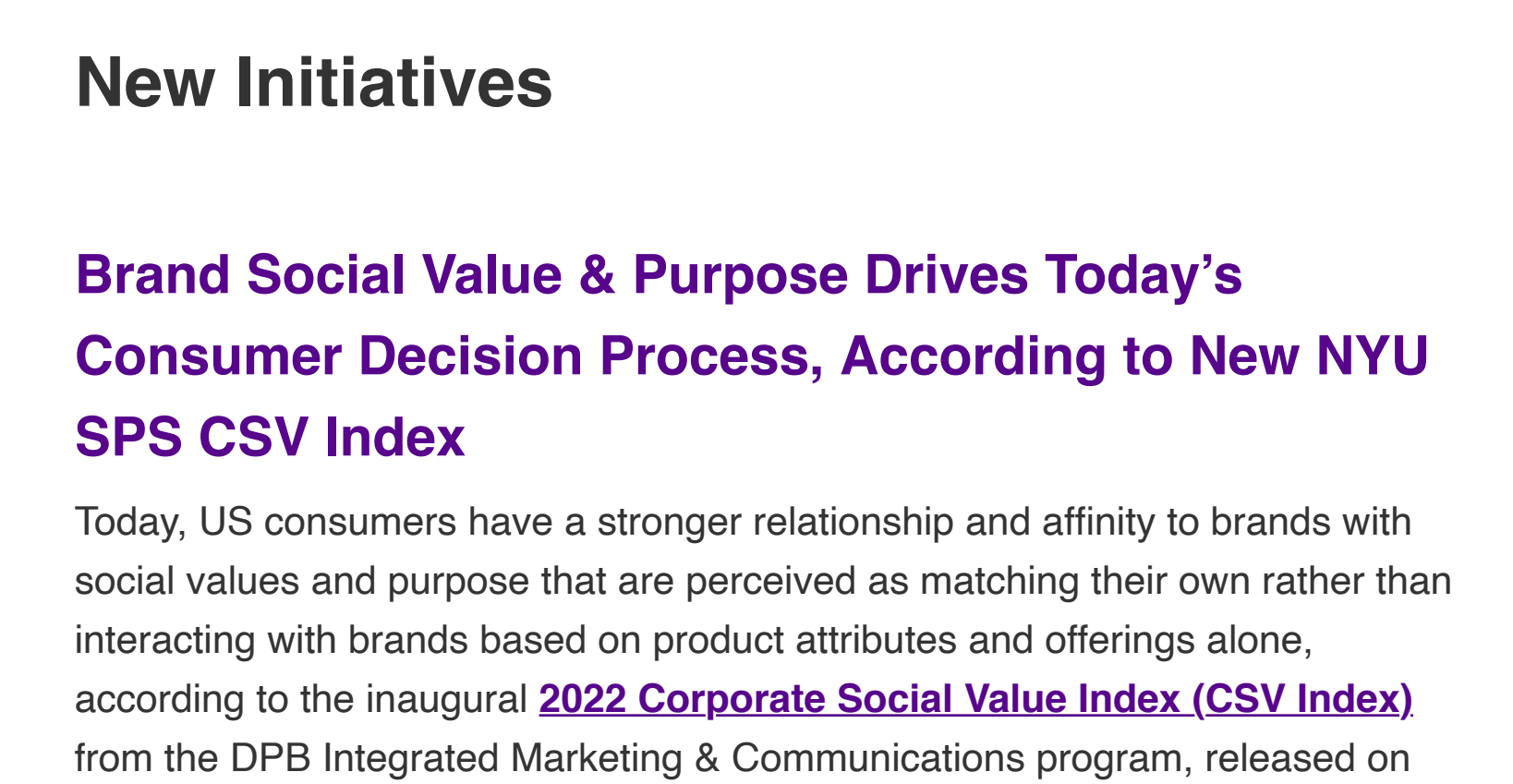
Professor **Jennifer Trahan**, of the CGA, has been involved with plans to create a Special Tribunal for the Crime of Aggression related to Ukraine. She was one of the academics who presented these plans to UN Member States at a June meeting at the Yale Club in New York City, sponsored by the Permanent Missions of Liechtenstein and Latvia to the United Nations. She has since presented on the proposal at several conferences, various panels (including one remotely organized in Ukraine) on radio, and as part of a series running on the blog post Just Security. She has been involved in the development of the crime of aggression over the past 20 years, written widely on the topic, and is also Convenor of the Global Institute for the Prevention of Aggression.

Congratulations to Professor **Brian Schwagerl**, of the Schack Institute of Real Estate, on his appointment to the NAIOP Distinguished Fellows Program. A long time chapter member, he was selected by the NAIOP Research Foundation Board of Trustees and will be admitted in January 2023.



Professor **Gina Antonello**, of the Preston Robert Tisch Institute for Global Sport, recently participated on the panel "The Intersection of Sports Media and Title IX." The panel on Title IX was a reflection of the many chapters of the impact of this landmark legislation during the year that marks its 50th anniversary. The panel was comprised of trailblazing gender equity activists who discussed the political, judicial, and cultural significance of Title IX and the future of women's sports.

Professor **Anna Tavis**, DPB Human Capital Management Academic Director, spoke during NYU Alumni Weekend on the "Future of Work." The talk focused on the new strategies for how to succeed and thrive at work. Not surprisingly, it was not as much about the technical skills but the "power skills" of being humans at work. No relationship has been changed more by the pandemic than our relationship with work. The great resignation, quiet quitting and hybrid working are the symptoms of the seismic shifts that are transforming the world of work.



Dean **Angie Kamath** recently participated on a panel at the NYC Employment and Training Coalition 2022 Conference about the post-pandemic economy and skills for the 21st century. It was an engaging and thoughtful discussion with the co-panelists. So many New York City businesses rely heavily on people commuting in, and spending money during the work day. Pre-pandemic, people typically commuted five days a week. Now, it's 3.2 days on average. This amounts to billions of dollars of lost revenue for NYC businesses. Who is most impacted by this shift? It's overwhelming women and people of color. If we are going to change something, we have to think differently about jobs and those most impacted by this shift.

New Initiatives

Brand Social Value & Purpose Drives Today's Consumer Decision Process, According to New NYU SPS CSV Index

Today, US consumers have a stronger relationship and affinity to brands with social values and purpose that are perceived as matching their own rather than interacting with brands based on product attributes and offerings alone, according to the inaugural [2022 Corporate Social Value Index \(CSV Index\)](#) from the DPB Integrated Marketing & Communications program, released on Tuesday, October 25.

For the seventh year, the Jonathan M. Tisch Center of Hospitality and the Family Travel Association have collaborated on important research regarding emerging trends in family travel. The recently published [2022 US Family Travel Survey](#) focuses on the extent to which the COVID-19 pandemic and recent economic uncertainty affect family travel behaviors.

STAFF/FACULTY HIGHLIGHTS



My name is **Natalie Lerner**, and I am the new Administrative Aide to Maria Kalogerou (Director of Administration at Schack). I've worked in artist studios and galleries for the past 7 years while maintaining a personal artistic practice. I was born and raised in Florida, to two artists who worked as professors at Ringling College of Art & Design. One recent fact about me; The longer I've lived here, the more I appreciate the rich architectural history of the city.

Some of my favorite spaces I've spent time in are Green-wood Cemetery, St.John the Divine, Carnegie Hall, The Cloisters, staring up at Grand Central Terminal's ceiling, The Frick, and walking through Tompkins Park in the East Village.

EVENT HIGHLIGHTS

Join the [Integrated Marketing & Communications Department](#) on **Friday, November 4th at 12:00 - 1:00pm EDT** for an in-depth discussion on the newly released 2022 Corporate Social Value Index, shedding new light on consumer brand preferences in the social and economic sphere, and providing a new methodology for ranking brands.

Hosted by Interim Academic Director and Clinical Associate Professor [Bahriye Goren](#), we are joined by two of the authors, [Milos Bujisic](#), Ph.D., NYU SPS Co-Director for Faculty Research and Clinical Associate Professor, and [Michael Diamond](#), NYU SPS Clinical Assistant Professor.

NYU NEWS

- In the new [Times Higher Education World University Ranking](#), NYU is no. 24—our highest placement ever!

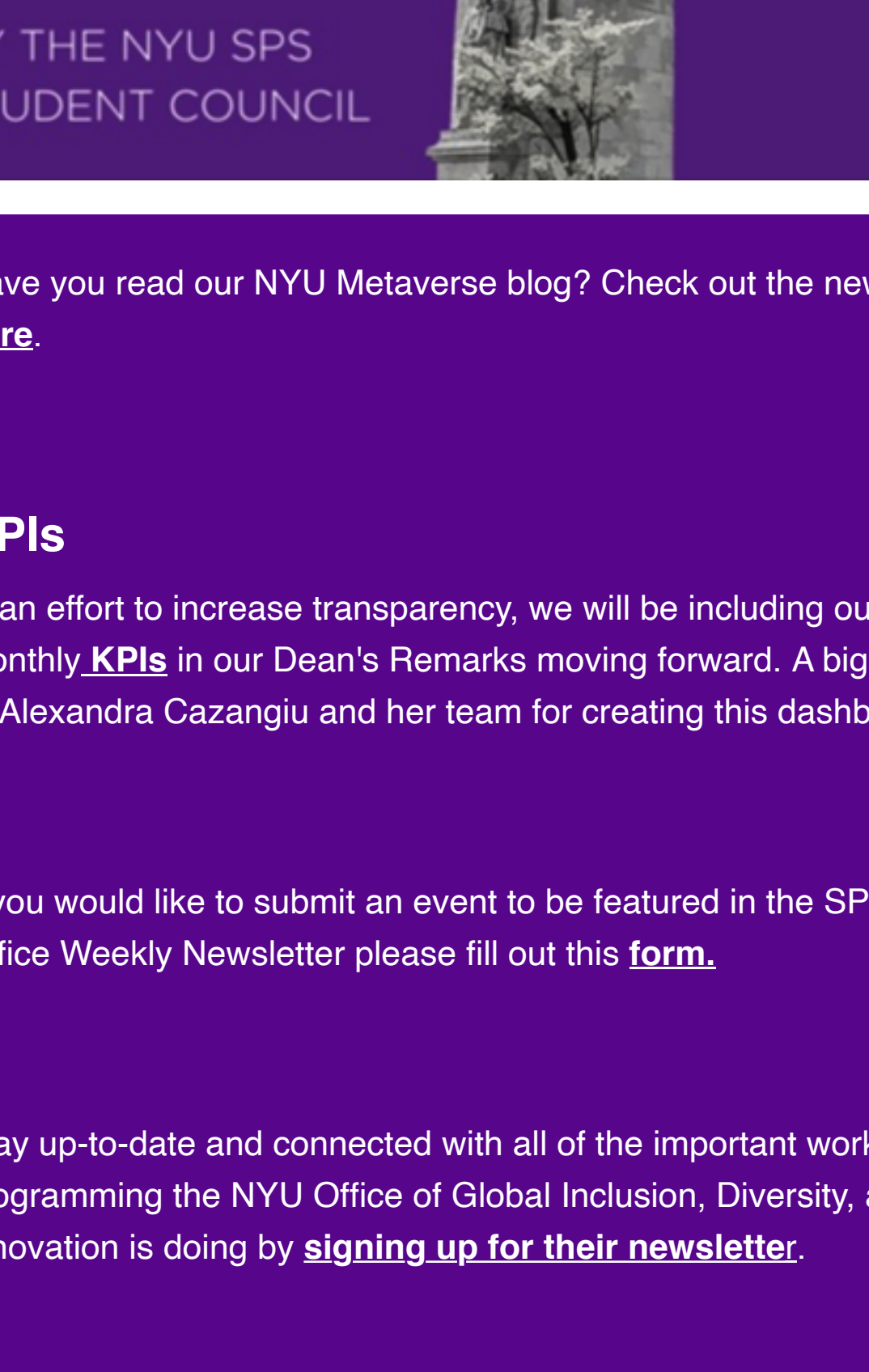
OPPORTUNITIES TO ENGAGE

Are you following NYU SPS on social media? Find us at [@NYUSPS](#) on [Instagram](#) and [Twitter](#).

NYU SPS Replay Podcast:

Presenting to the world the stories of the community here at the NYU School of Professional Studies. Join us every week for new inspirations and exciting journeys through stories from our faculty, administration, alumni, and students. [#WeAreSPS](#)

The NYU SPS Replay Podcast is produced by the students of the NYU SPS Undergraduate and Graduate Student Council, with the support of the NYU SPS Office of Student Life. You can listen on [Apple Podcasts](#) and [Spotify](#).



Have you read our NYU Metaverse blog? Check out the newest entry [here](#).

KPIs

In an effort to increase transparency, we will be including our monthly [KPIs](#) in our Dean's Remarks moving forward. A big thank you to Alexandra Cazangiu and her team for creating this dashboard.

If you would like to submit an event to be featured in the SPS Dean's Office Weekly Newsletter please fill out [this form](#).

Stay up-to-date and connected with all of the important work and programming the NYU Office of Global Inclusion, Diversity, and Strategic Innovation is doing by [signing up for their newsletter](#).

Vision 2025

VISION 2025 is our roadmap for how we will educate the workforce of today and tomorrow. Undergirded by a commitment to innovation, inclusion, diversity, belonging, equity, and access, **VISION 2025** outlines our dynamic approach to shaping the future of applied professional education and lifelong learning.

[Visit Vision 2025](#)

Dean's Remarks is produced by the NYU SPS Dean's Office in collaboration with the Office of Strategic Marketing and Communications. Please send comments and ideas for stories with supporting materials to SPSSocial@nyu.edu.

The editorial team receives many submissions, and it will be difficult to include all. Please know that we appreciate your suggestions and will accommodate as many as possible.