



NYU

SCHOOL OF
PROFESSIONAL STUDIES

THE NEW ADMINISTRATION AND POLICY PRIORITIES FOR ECONOMIC AND SOCIAL INCLUSION



Presented by the NYU School of Professional Studies and the NYU SPS Committee on Inclusion, Diversity, Belonging, Equity and Accessibility (IDBEA)

Tuesday, January 19, 2021 • 12:00 – 2:00 PM (EST)



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TUESDAY, JANUARY 19, 2021 • 12:00 – 2:00 PM (EST)



Dear Members of the NYU School of Professional Studies Community,

Thank for you joining us for today's program addressing Policy Priorities for Economic and Social Inclusion, our first school-wide event of 2021, co-hosted by the NYU School of Professional Studies (SPS) and by our Committee on Inclusion, Diversity, Belonging, Equity and Accessibility (IDBEA).

The focus of today's discussion and the date, immediately after Martin Luther King Jr. Day and before the inauguration of the 46th President of the United States and Vice President, are intentional. From the founding of SPS during the Great Depression as the Division of General Education, when our first academic programs included social work training and literacy skills clinics for adult job seekers, inclusion and access have been at the heart of our mission. Today's program is another reflection of our ongoing commitment to a diverse community of students and scholars, as well as community engagement and impact.

Our first panel, including faculty experts from across each of the School's divisions, will address issues relating to urban housing policy, workforce training, immigration policy, as well as the role of news and social media in building policy awareness with an engaged citizenry. The discussion will also address disparities in economic outcomes during the pandemic and looming fiscal challenges for city and state governments that threaten cuts to vital services for underserved populations.

We are delighted to welcome three esteemed guests for our industry panel, including Ken McIntyre, CEO of the Real Estate Executive Council, the premier trade association for Black and Hispanic real estate professionals; Sonya Anderson, EdD, president, Thrive Chicago; and John Tanzella, president & CEO, International LGBTQ+ Travel Association (IGLTA). Their panel will focus on how their respective industries are addressing disparities in the markets and communities they serve, and their policy priorities when engaging with government at all levels.

The program will conclude with a breakout session for students, where faculty and students will discuss key takeaways from the panels. In the week following today's event, the school will publish a policy brief, summarizing the day's key recommendations. This important document will be shared with policymakers in local and state government and the nation's capital.

Thank you again for participating in today's program. We hope that you find the discussion engaging and that you will join us for many of the other diversity and inclusion programs hosted by the School and our world-class centers and institutes in 2021.

Best,

Susan Greenbaum, EdD
Dean
NYU School of Professional Studies



AGENDA

12:00 - 12:05 PM

WAITING ROOM OPENS

12:10 - 2:15 PM

WELCOME REMARKS



SUSAN GREENBAUM, EdD, Dean, NYU School of Professional Studies

12:15 - 1:15 PM

FACULTY PANEL - FEDERAL POLICIES IN SUPPORT OF ECONOMIC & SOCIAL INCLUSION



DAVID HOLLANDER, JD, Assistant Dean of Real World and Clinical Associate Professor, Preston Robert Tisch Institute for Global Sport [Moderator]



ARIANNA DAVIS, Adjunct Instructor, Center for Publishing



DUSTIN JONES, JD, Academic Director, US Graduate Programs and Clinical Assistant Professor, Schack Institute of Real Estate



CAROLYN KISSANE, PhD, Academic Director and Clinical Professor, Center for Global Affairs



RAUL SANCHEZ, Clinical Assistant Professor, English Language Institute



JENNIFER SCOTT, DPhil, Clinical Assistant Professor, Division of Programs in Business

1:20 - 2:00 PM

INDUSTRY PANEL - INDUSTRY STRATEGIES FOR ECONOMIC & SOCIAL INCLUSION



BRANDON BROWN, PhD, Clinical Associate Professor, Preston Robert Tisch Institute for Global Sport [Moderator]



KEN MCINTYRE, CEO, Real Estate Executive Council



SONYA ANDERSON, EdD, President, Thrive Chicago



JOHN TANZELLA, President & CEO, International LGBTQ+ Travel Association (IGLTA)

2:00 PM

INDUSTRY PROGRAM CONCLUDES



BILLIE GASTIC ROSADO, PhD, Associate Dean, Division of Applied Undergraduate Studies & Center for Applied Liberal Arts

2:00 - 2:30 PM

BREAKOUT SESSION FOR NYU STUDENT ATTENDEES - TAKEAWAYS FROM THE AFTERNOON'S DISCUSSION



LYNN MINNAERT, PhD, Academic Director and Clinical Associate Professor, Jonathan M. Tisch Center of Hospitality



SPEAKER BIOGRAPHIES

**SONYA ANDERSON, EdD**

President
Thrive Chicago

Sonya Anderson, EdD, is the president of Thrive Chicago, a collective impact organization that leverages the power of people, systems, and data to accelerate innovation and opportunity for Chicago youth.

Anderson began her career as a high school teacher and then went on to the Ford Foundation where she supported education grantmaking in the United States and abroad. Following these efforts, she worked to support education reform initiatives throughout Africa and the Caribbean, where her work culminated as education program director for the Oprah Winfrey Foundations, overseeing grantmaking in the US and South Africa.

After more than 10 years working internationally, Anderson returned to US education as an advocate for early childhood education, working to support investments in high-quality early learning. She later returned to philanthropy, supporting Chicago nonprofits across a range of sectors. Most recently, she led communications and development for a national K-12 education reform organization.

Anderson holds a BA from Yale University, a master's degree from the University of Ghana, and a doctorate from Harvard University.

**BRANDON BROWN, PhD**

Clinical Associate Professor of Sport Management
Preston Robert Tisch Institute for Global Sport
NYU School of Professional Studies

Brandon Brown, PhD, is a clinical associate professor of sport management at the NYU School of Professional Studies, Preston Robert Tisch Institute for Global Sport. In addition to serving as a marketing consultant for several professional sport entities such as Fox Sports, the NFL, and the Brooklyn Nets, Brown has spent a number of years working in professional sport, most notably with the New York Mets. Throughout his professional and academic career, Brown has concentrated on the sport management field, with an emphasis on studying minority sport consumption patterns. He currently is the co-chair of the NYU SPS Inclusion, Diversity, Belonging, Equity, and Accessibility (IDBEA) committee. Brown earned his PhD, MBA, and BS at Texas A&M University, the University of Central Florida, and Florida State University, respectively.

**ARIANNA DAVIS**

Adjunct Instructor
Center for Publishing
NYU School of Professional Studies

Arianna Davis is the digital director of *O, The Oprah Magazine*, overseeing all of OprahMag.com's editorial, social, and video content and strategy. At *O's* parent company, Hearst, she leads efforts to support the company's diversity and inclusion initiatives. She helped to found the employee resource group Hearst Black Culture and is a member of Hearst Latinx.

Davis is the author of *What Would Frida Do? A Guide to Living Boldly*, inspired by the life of Frida Kahlo. She also is an adjunct professor at the NYU School of Professional Studies, teaching writing and editing for the MS in Publishing: Digital and Print Media program. Previously, Davis was a senior features writer at Refinery29. During her career, she has interviewed Hillary Clinton, Oprah Winfrey, Mariah Carey, John Legend, and Will Smith, among others, and has served as an expert for media outlets including VH1 and TLC, as well as for *Access Hollywood* and *Tamron Hall*.

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**BILLIE GASTIC ROSADO, PhD**

Associate Dean

Division of Applied Undergraduate Studies & Center for Applied Liberal Arts

Billie Gastic Rosado is associate dean of Liberal Arts, Languages, and Post-Traditional Undergraduate Studies at the NYU School of Professional Studies and leads the Division of Applied Undergraduate Studies, the Center for Applied Liberal Arts, and the English Language Institute. Together, these academic units house 16 undergraduate and graduate degrees and a catalog of noncredit courses. In 2019, Gastic Rosado was named by the Penn Center for Minority Serving Institutions (MSI) as one of 25 MSI Aspiring Leaders. Her areas of publication include Latinx student outcomes, school violence, and educator and school leader preparation. In addition to her peer-reviewed publications and other writing, Gastic Rosado co-edited *The Education of the Hispanic Population: Selected Essays* with Richard Verdugo. She also has led program evaluations and served as co-principal investigator on a Safe Schools/Healthy Students Initiative, funded by the US Departments of Health and Human Services, Justice, and Education. Before NYU SPS, Gastic Rosado served on the New York State Professional Standards and Practices Board for Teaching and held faculty positions at the University of Massachusetts Boston and Temple University. Gastic Rosado earned a PhD in the sociology of education and an MA in sociology from Stanford, an EdM from Harvard, and a BA in economics from Yale.

**SUSAN GREENBAUM, EdD**

Dean

NYU School of Professional Studies

Susan Greenbaum, EdD, is a longtime member of the NYU community and an experienced administrator. She served in numerous leadership capacities at the NYU Stern School of Business over her 31-year career, culminating in her role as the associate dean of the Undergraduate College. During her time at Stern, Greenbaum was involved in a wide range of areas, including admissions, financial aid, curriculum initiatives, student affairs, development, and alumni relations. She also was an adjunct faculty member. Following her tenure at Stern, she worked as a consultant, focusing on educational institutions by assisting clients with communications, reorganizations, and public relations. In addition, she served as the CEO of the Girl Scout Council of Greater New York.

Greenbaum returned to NYU during the 2017–2018 academic year to serve as the interim assistant vice president/executive director of the Wasserman Center for Career Development, where she strategically led and worked with the team to develop and execute a comprehensive range of career development-related programs and services for students, alumni, and employers.

Greenbaum served as the interim dean of the NYU School of Professional Studies (NYU SPS) from July 2018 to September 2019, carrying on the School's mission to educate the industry leaders of today and tomorrow. In September 2019, she was appointed dean of the School and will serve in this capacity through the 2020–2021 academic year. During her time as dean, she will continue to build community and consensus across NYU SPS, to lead initiatives that ensure the School remains a thought leader in professionally focused education, and to prepare NYU SPS for the leadership of its next dean.

Greenbaum earned a BS in marketing (1971) and an MBA (1978) from the NYU Stern School of Business. She also holds an EdD in higher education management (2008) from the University of Pennsylvania Graduate School of Education.

**DAVID HOLLANDER, JD**

Assistant Dean of Real World and Clinical Associate Professor

Preston Robert Tisch Institute for Global Sport

NYU School of Professional Studies

One of NYU's most popular professors, David Hollander, JD, received the University's highest faculty honor in 2019—the NYU Distinguished Teaching Award. *Real World*, Hollander's signature experiential program at the NYU School of Professional Studies, partners students with more than 40 A-list organizations, such as Nike, Porsche, JetBlue, Samsung, and Citi. *Axios* called *Real World* "the future" of higher education. Hollander's *How Basketball Can Save the World* course received international media attention, including features by *CBS News*, *SLAM* magazine, and *The New York Times*. Hollander is a sought-after adviser to top brands in marketing, sports, entertainment, culture, and education, and he comments frequently in first-tier media. He sits on the advisory boards of espnW, The Earl Monroe New Renaissance Basketball Academy, and the NYU Entrepreneurial Institute, among others. Hollander is the author of three books and countless articles for major media outlets including *The Huffington Post*, for which he was the first sportswriter. He is one of only 30 specially appointed NYU Faculty Fellows-in-Residence.

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**DUSTIN C. JONES, JD**Academic Director, US Graduate Programs
Schack Institute of Real Estate
NYU School of Professional Studies

Dustin C. Jones, JD, is the academic director of US Graduate Programs at the NYU School of Professional Studies, Schack Institute of Real Estate. Prior to joining NYU SPS, Jones was the director of the Baker Program in Real Estate in the SC Johnson College of Business at Cornell University. The Baker Program is a two-year graduate real estate program with an interdisciplinary curriculum focused on real estate finance, investment, and asset management, as well as an emphasis on the built environment through principles of development, law, construction, and design.

At the NYU SPS Schack Institute of Real Estate, Jones oversees its three graduate programs—real estate, real estate development, and construction management—and supervises Schack's 100-plus industry-leading adjunct faculty.

Jones teaches graduate-level courses in real estate law, transactions and deal structuring, the real estate development process, and zoning and entitlements law, as well as seminar courses on smart cities and real estate technology and innovation.

Prior to joining Cornell University in 2014 and through January 2016, Jones was an attorney at the national law firm of Polsinelli, with offices in Phoenix and New York and a practice focused on real estate, zoning, corporate, mergers and acquisitions, and government affairs. Prior to that, he practiced in two leading law firms of the Southwest: Snell & Wilmer and Lewis & Roca.

Jones has served on the boards of many nonprofit and community organizations. In 2014, he was appointed to serve on the advisory board of the Arizona Department of Real Estate by then-Arizona Governor Jan Brewer. He also served two terms on the African American Advisory Council for then-Arizona Governor Janet Napolitano.

The *Phoenix Business Journal* honored Jones as one of the city's "Most Admired Leaders" in 2013 and one of its "40 Under 40" in 2006.

Jones earned a JD from the University of Arizona College of Law in 1999 and a dual BA in Latin American studies and political science from the University of Arizona in 1996.

**CAROLYN KISSANE, PhD**Academic Director of the Graduate Program in Global Affairs and Clinical Professor
Center for Global Affairs
NYU School of Professional Studies

Carolyn Kissane, PhD, serves as the academic director of the graduate program in global affairs at the NYU School of Professional Studies, Center for Global Affairs, and she is a clinical professor who teaches graduate-level courses that examine the geopolitics of energy; comparative energy politics; and energy, environment, and resource security, as well as a regional course that focuses on Central Asia.

Kissane is coordinator of the Energy and Environment concentration at the Center and is faculty adviser to the Energy Policy International Club. She was awarded the University's Teaching Excellence Award in 2007 and the School's Teaching Excellence Award in 2009, and has been nominated for the NYU-wide Distinguished Teaching Award in 2008, 2009, and 2016.

Kissane was named one of *Breaking Energy's* Top 10 New York Women in Energy and Top 10 Energy Communicators. She hosts *Fueling Our Future*, a series that brings in energy and environment experts for conversation and debate. She serves on the boards of the New York Energy Forum and New York Energy Week and is a member of the Clean Start Advisory Board.

Kissane earned her PhD from Columbia University.

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**KEN MCINTYRE**Chief Executive Officer
Real Estate Executive Council (REEC)

Ken McIntyre has more than 25 years of experience in the commercial real estate industry. Since February 2020, McIntyre has served as the chief executive officer of the Real Estate Executive Council (REEC), having served as a founding board member of the organization since 2003. REEC is the preeminent trade association in the United States for minority commercial real estate executives.

McIntyre founded and serves as managing principal of PassPort Real Estate, a New York-based consulting firm focused on advising developers and institutions on commercial real estate deal execution and platform structuring. His clients have included REAP, a nonprofit that is focused on increasing the diversity of talent in the commercial real estate industry and for which he served as executive director, and the Port Authority of New York and New Jersey, where he served as executive adviser to the Office of Diversity & Inclusion.

McIntyre was a senior vice president and head of commercial real estate at Hudson City Savings Bank from May 2014 to May 2016. Prior to joining Hudson City Savings Bank, he was a managing director in MetLife's Real Estate Investments Group, with numerous responsibilities across both the debt and equity portfolios, including head of equity acquisitions, head of real estate capital markets, and head of commercial mortgage production and pricing. Prior to joining MetLife, McIntyre held senior origination and relationship management roles at KeyBank, GE Capital Real Estate, UBS, and Chase.

McIntyre currently serves on the boards of Newmark Group, the Yorkville Youth Athletic Association, and the National Jazz Museum in Harlem. He is a proud graduate of Florida A&M University.

**LYNN MINNAERT, PhD**Academic Director and Clinical Associate Professor
Jonathan M. Tisch Center of Hospitality
NYU School of Professional Studies

Lynn Minnaert, PhD, is the academic director and a clinical associate professor at the NYU School of Professional Studies, Jonathan M. Tisch Center of Hospitality. She completed her doctoral studies at the University of Westminster (London, UK). Prior to joining NYU, she was a program leader of the Bachelor of Science in Tourism Management at the University of Surrey (Guildford, UK).

Minnaert's research has focused on international tourism policy, social tourism, family tourism, the social legacy of events (MICE events, Olympic Games), and corporate philanthropy in tourism and events. Her research has been funded by the Economic and Social Research Council (UK), the European Union, the International Olympic Committee, regional and national tourist boards (e.g., Tourism Flanders; Visit Almaty, Kazakhstan; Discover Dominica), and Meeting Professionals International. She is on the Editorial Board of *Hotel and Tourism Management* and the International Advisory Board of the *International Journal of Contemporary Tourism Research*. Minnaert is co-president of the International Sociological Association's RC50 special interest group on tourism. She also is a board member of the Northeast chapter of the Travel and Tourism Research Association (TTRA).

**RAÚL SÁNCHEZ**Clinical Assistant Professor and Corporate Program Coordinator
English Language Institute
NYU School of Professional Studies

Raúl Sánchez is an award-winning journalist and creative writer, who is a full-time clinical assistant professor and corporate program coordinator at the NYU School of Professional Studies, English Language Institute. He is the co-author of the business book on global communication skills *How to Communicate Effectively with Anyone, Anywhere* (Career Press), co-written with Dan Bullock and illustrated by Rod Sánchez. He has designed and delivered corporate training programs for Deloitte and the United Nations, and his writings have appeared in such publications as *The Wall Street Journal* and on HuffPost.com, Business.com, openDemocracy.com and ThriveGlobal.com, for which he writes about the intersection of global business communication, leadership, and intercultural communication. He has presented at numerous conferences, and his accolades include the Paula Gonzales Award for his research dissertation at the University of Oxford, "Equality with Difference." His professional experience includes working as a writing consultant for Barnes & Noble Publishing and PBS's *Charlie Rose Show*. Sánchez was honored with the Teaching Excellence Award by the NYU School of Professional Studies, where he has taught numerous courses in academic writing, speech, creative writing, journalism, business communication, Spanish language and literature, cross-cultural communication, ESL in higher education, and English literature.

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**JENNIFER SCOTT, DPhil**

Clinical Assistant Professor of Public Relations and Corporate Communication
NYU School of Professional Studies

Jennifer Scott, DPhil, is a clinical assistant professor of public relations and corporate communication at the NYU School of Professional Studies, Division of Programs in Business. She earned a DPhil in political philosophy from New College, University of Oxford, and a BA (Hons) in political science and psychology from the University of KwaZulu-Natal.

Scott has more than 20 years of experience in brand building, strategic communications, applied research, and operations management. She specializes in using data-driven insights to create and strengthen corporate, product, and employer brands; craft multichannel marketing and communications campaigns; drive business innovations; and manage organizational reputation. Her honors include the 2013 Best of Silver Anvil Award and selection for the US Department of Defense Joint Civilian Orientation Conference 2013 and as US juror for Cannes Lions 2014.

Until recently, Scott served as managing director for thought leadership at Ogilvy, where she provided counsel to organizations, corporations, and governments on how to engage audiences with authentic and relevant communications that are tuned to broader social, business, and cultural dynamics. Previously, she led the New York Office of Ogilvy Public Relations. Prior to joining Ogilvy, she was president of Edelman Intelligence.

**JOHN TANZELLA**

President and Chief Executive Officer
International LGBTQ+ Travel Association (IGLTA)

John Tanzella is the president and CEO of the International LGBTQ+ Travel Association (IGLTA), a nonprofit tourism association that is the global leader in advancing LGBTQ+ travel. IGLTA is headquartered in Florida, with additional staff located in Washington, DC; Madrid; São Paulo; Bogotá; Paris; London; and Cape Town. IGLTA's network is made up of more than 5,000 tourism business professionals in approximately 80 countries. In marketing its tourism industry business members, IGLTA reached more than 4 million unique travelers in 2019. The IGLTA Foundation was created five years ago as the philanthropic arm of the association, supporting the tourism industry with research, education, and development of future LGBTQ+ tourism leaders. IGLTA is the only LGBTQ+ Affiliate Member of the World Tourism Organization (UNWTO), the United Nations agency responsible for the promotion of responsible, sustainable, and universally accessible tourism. Tanzella serves on the Stonewall National Museum & Archives Board of Directors. Born in Boston to Italian immigrant parents, he attended the University of Georgia and resides in Fort Lauderdale, Florida.

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THE NYU SCHOOL OF PROFESSIONAL STUDIES – CELEBRATING MORE THAN 85 YEARS OF EXCELLENCE IN APPLIED PROFESSIONAL EDUCATION

For over 85 years, the NYU School of Professional Studies (NYU SPS) has been a deeply respected institution of higher education that is grounded in applied learning. From its early years, training returning World War II veterans to fulfill the nation's urgent need for skilled technical workers, it has evolved into a professional education powerhouse that offers 20 graduate degrees, 13 bachelor's degrees for traditional and post-traditional students, four associate's degrees, and a plethora of non-degree courses and credentials.

NYU SPS is a thought leader, and serves as an incubator for new ideas in industries that are constantly changing, including real estate, real estate development, and construction management; hospitality, tourism, travel, and event management; global affairs and global security, conflict, and cybercrime; global sport and sports business; publishing; marketing; public relations; project management; executive coaching and organizational consulting, human resource management and development, and human capital analytics and technology; management and systems; translation; and professional writing. It is focused on building skills that open doors to opportunities in emerging fields and global markets. NYU SPS faculty members are leading experts in their areas of discipline, with a hands-on approach that encourages students to push beyond their limits and to break new ground.

Home to some of the largest and most prestigious industry conferences in the world, including the Schack Institute of Real Estate's Capital Markets Conference, REIT Symposium, and National Symposium of Women in Real Estate; and the Jonathan M. Tisch Center of Hospitality's International Hospitality Industry Investment Conference, the School's invaluable connections to industry leaders is a truly distinguishing factor in the education that it provides. Through career development services and resources provided by the NYU Wasserman Center for Career Development at NYU SPS, guest lecturers, site visits, participation in numerous conferences and events, and Global Field Intensives, students benefit from an NYU education that will set them apart. In addition, they have the opportunity to learn from and network with more than 30,000 NYU SPS alumni who live, work, and contribute to innovation in industry around the world. For more information about the NYU School of Professional Studies, visit sps.nyu.edu.

THE NYU SPS COMMITTEE ON INCLUSION, DIVERSITY, BELONGING, EQUITY AND ACCESSIBILITY (IDBEA)

Diversity and inclusion are integral to the shared values and mission of the NYU School of Professional Studies. Identified as strategic priorities for the School of Professional Studies, an Inclusion, Diversity, Belonging, Equity, and Accessibility (IDBEA) Standing Committee was formed in Fall 2019. Composed of faculty members, staff, and students, the committee is tasked with guiding the School's work in this important area and moving forward with recommendations set forth by a previous task force group.

Since its formation, the committee has advanced a number of IDBEA initiatives, including: developing a draft NYU SPS IDBEA value statement; updating the student orientation module to include diversity and inclusion resources (in partnership with the Office of Student Affairs and student leaders); developing IDBEA workshops for the SPS context (in partnership with the Office of Global Inclusion); collaborating with the Faculty Council on the inclusion of a diversity and inclusion statement on the NYU SPS syllabus template; developing a new dedicated SPS IDBEA website (in partnership with the Office of Strategic Marketing and Communications); collaborating with the Office of Academic and Faculty Affairs on recommendations regarding diversity as it relates to the faculty hiring processes; and putting forward additional recommendations for the advancement of IDBEA and an inclusive culture. To learn more about the IDBEA initiatives at the School of Professional Studies please email sps.inclusion@nyu.edu.