



NYU | STERN

Undergraduate College

Office of Student Engagement 2013-2014 Highlights



A Message from the Office of Student Engagement

As we approach the first anniversary of the NYU Stern Undergraduate College Office of Student Engagement (OSE), we are pleased to showcase our year of innovative, student-centered programming in the areas of leadership development, social engagement, and professional development. Through our collaborations with distinguished Stern alumni and friends, leading corporate partners, and exceptional Stern faculty, we have implemented a plethora of programs to encourage our students to explore their potential, collaborate with the Stern community, and engage in a diverse range of opportunities.

Since the inception of our office in June 2013, OSE has been committed to providing unparalleled resources to Stern students, introducing new pathways for career exploration, and offering unique avenues for alumni to reconnect and engage with the Stern community. In the 2013-2014 academic year, OSE's professional development programs impacted 46%, 42%, and 36% of Stern's freshmen, sophomores, and juniors, respectively, and engaged 150 alumni through speaking and mentorship opportunities. Over 70% of the Stern student body participated in our vibrant student club system, and more than 30 members of the Stern faculty have contributed to social engagement and professional development initiatives.

At Stern, we strive to cultivate the leadership and professional potential of our students as they engage with the Stern community in New York City and around the world. The OSE 2013-2014 Highlights report provides a glimpse into the successes of our students and our ambition to provide them with first-rate opportunities and resources. We hope these stories will illuminate some of the exciting milestones and experiences of our students, alumni, and faculty.

Sincerely,
Scott Stimpfel
Assistant Dean, Student Engagement and Innovation





Mission Statement

The Office of Student Engagement (OSE) facilitates students' exploration, collaboration, and engagement through leadership, social, and professional development experiences that cultivate and strengthen Stern's local and global ("glocal") communities. OSE's approach to student engagement integrates co-curricular and extra-curricular activities that build community between students, faculty, alumni, and employers while developing leaders who are able to create value for business and society.

Our mission requires a holistic approach and multi-faceted programming to not only nurture the professional and leadership potential of our students, but also to encourage their long-term personal success in life beyond Stern. In order to achieve and advance our mission, OSE is committed to:

- Building and Enriching Stern's "Glocal" Community
- Developing the Next Generation of Socially-Minded Business Leaders
- Advancing Students' Professional Development and Career Exploration
- Fostering Innovative Student Collaboration and Leadership

Embodying these commitments, our programs achieve the larger goal of challenging and supporting our students' personal and professional development. The stories and articles in this report offer a glimpse into the ways in which these values manifest in our students and the Stern community at large.



Cohen Arts and Culture Experience (CACE)

The Office of Student Engagement provides students the opportunity to engage with New York's rich arts and culture community. Through the generous contribution from Stern alumnus Jerry Cohen (B.S. '57, M.B.A. '59), Stern students are able to experience New York City music, dance, theater, sports, and art through the Cohen Arts & Culture Experience (CACE). Small groups of 15 to 20 students along with faculty and administrators have the opportunity to make connections outside of the classroom in a meaningful and engaging way. During the fall semester,

CACE offered 20 scheduled cultural events, including Broadway shows such as *The Glass Menagerie* and *Kinky Boots*, the Metropolitan Opera's *A Midsummer Night's Dream*, a Yankee game, a guided tour of the Metropolitan Museum of Art, and Times Talks with Emeril Lagasse and David Chang. Freshman Zoey Reager reflects on her favorite CACE event: "I love the ballet, and the Ballanchine I saw last fall was amazing. CACE is the perfect way to explore the city beyond NYU, meet new friends and professors, and enjoy a show!"

Alumni Spotlight: Justin Pollack (B.S. '98)

In his role as managing director of Newbury Partners, Stern alumnus Justin Pollack (B.S. '98) was responsible for, among other things, the origination and valuation of secondary investments. As an undergraduate, Mr. Pollack participated in the founding of the Investment Analysis Group (IAG) in 1995, when he began to consider a career in investment valuation and management. "The idea of IAG was to provide a platform for students to work together to sharpen their skills in valuation, pitching, and understanding the market," explains Mr. Pollack, "but it has grown to be so much more than that in recent years." Through the continued

support of alumni like Mr. Pollack, IAG has seen membership soar to over 150 students. The club now has a portfolio team that manages a real money portfolio of \$25,000, thanks to Mr. Pollack's generosity. He reminisces, "We founded IAG to create a forum for students to learn about investments and engage with one another. Years later, when my colleagues and I helped the students set up a real money fund, I saw how IAG carried on the group's original spirit."

Mr. Pollack continues to be heavily involved with IAG, acting as a mentor and returning to campus for alumni events and speaking engagements. He recently mentored a group of IAG students who participated in a stock pitch competition at the University of Michigan's Ross School of Business. These students came in first place, beating out other top business school teams to take home a \$3,000 prize for NYU Stern.

SPEX: Transcending Boundaries, Connecting the World



When Elizabeth Yap began as global president of Stern Political Economy Exchange (SPEX) in Spring 2013, she had a vision: to promote international engagement with the business and political issues of today. Elizabeth's involvement with SPEX sprung from her enrollment in the Business and Political Economy (BPE) program, through which students pursue a degree rooted in politics and economics. BPE students study away for a year in London followed by a semester in Shanghai or Washington, D.C. to gain firsthand knowledge of the cultures and economies of those cities. She reminisces fondly about her life abroad: "I was immersed in cultures with differing political and economic values, and differing ways of life. From high tea in London to intense discussions about Shanghai's economic growth, I learned to consider new perspectives on politics and to embrace new cultures as my own. I lived a dream."

As the only NYU club with outposts in three international academic centers (New York City, London, and Shanghai), SPEX engages NYU students worldwide in debates about current issues and conversations about transitioning to life abroad. Past SPEX events have included a discussion with the Trade Commissioner and Consul-General of Chile, a visit to the German Consulate, dinner and a talk with economist Sir Mervyn King, and presentations by companies including Google and Goldman Sachs. Elizabeth is able to connect students from the London and Shanghai campuses to these events by coordinating online videoconferences. "We live in a global community and we face global issues," says Elizabeth, as she reflects on her role in SPEX. "We envision a learning community that goes beyond the walls of [Stern's] Tisch Hall, and we collaborate to grow as thinkers, future business leaders, and global citizens."

AT A GLANCE

- Stern welcomed freshmen and transfer students to the Stern community during **New Student Orientation (NSO)** at the start of the fall semester. Students met their class peers and Orientation Leaders (Stern upperclassmen) for the first time, attended Stern's convocation led by Dean Menon, participated in team building activities, and learned about the resources and opportunities available to them at various informational sessions. NSO concluded with a field day in Central Park and an afternoon at the U.S. Open.
- Freshmen began exploring Manhattan during the **New York City Neighborhood Scavenger Hunt**. During this team building session of the Cohort Leadership Program, groups of 10 to 12 students embarked on a photo expedition in the neighborhoods affiliated with their cohorts. Together, students learned about the history of a neighborhood, worked with each other to locate cultural landmarks, captured memories in the Big Apple, and enjoyed a fall afternoon outside of the classroom.

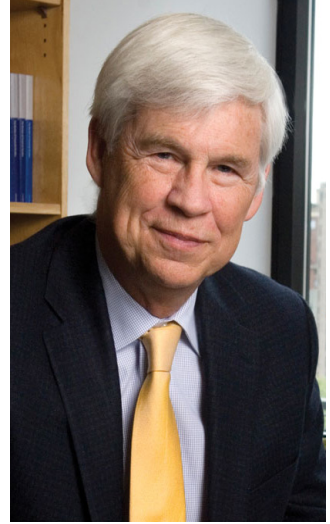


BUILDING AND ENRICHING STERN'S "GLOCAL" COMMUNITY

AT A GLANCE

- Each academic year kicks off with the annual **Stern Block Party** on Gould Plaza, where students celebrate the new school year with food, games, and friends. The festivities return to Gould Plaza each spring for **Passport Day**, a celebration of the cultural diversity of our students. Students sample food from around the world and enjoy performances of song and dance from the various cultures represented in Stern's diverse community.
- On the first Wednesday of every month, the aroma of freshly made waffles wafts through Tisch Hall, signaling the return of one of our most popular social engagement events: **Waffle Wednesday**. Students enjoy a morning treat while reconnecting with friends or meeting peers, academic advisors, and administrators. Waffle Wednesday brings the Stern community together for warm waffles and conversation – a delicious combination!
- **Senior Social**, a new Stern tradition, provides a venue for Stern seniors and alumni to connect over food and refreshments in an informal setting. Seniors attend the monthly event to share their experiences with alumni and peers as well as meet new Stern colleagues. As students approach their final semester, Senior Social is just the place to enjoy a relaxing Thursday evening with friends and toast to their time at Stern.

Globally Recognized Faculty: Professor Robert Engle



A key component of Stern's "glocal" community is its world-renowned faculty, which includes three Nobel Prize recipients. Dr. Robert Engle, the Michael Armellino Professor of Finance at NYU Stern, was awarded a Nobel Prize in Economics in 2003 for his research on the concept of autoregressive conditional heteroskedasticity (ARCH). In addition to holding an extensive list of accomplishments and honors, Professor Engle is the director of NYU Stern's Volatility Institute and co-founding president of the Society for Financial Econometrics.

Professor Engle enjoys every opportunity to interact with students. Despite his busy schedule, he met with members of the Quantitative Finance Society (QFS) during a weekly meeting to discuss financial econometrics. QFS is an undergraduate student organization that provides exposure to the mathematical concepts of financial modeling and strives to engage students in trading, market mechanisms, and financial engineering. "I really enjoyed engaging with the QFS members," says Professor Engle. "It is exciting to think that some of these Stern undergraduates may be future scholars who will contribute to the active field of financial econometrics."



Making a Difference One Swab at a Time Cohort Leadership Program (CLP): IMPACT

In Fall 2013, Stern's freshman class collected over 1,000 swabs for the national bone marrow registry as a part of DoSomething.org's Give a Spit Challenge, a national campaign to recruit potential donors. Students collected these swabs at 10 donor registry drives around New York City. This social impact initiative was an integral part of the Cohort Leadership Program (CLP), a course required of all Stern freshmen. In CLP, freshmen explore some of the central tenets of business through academic theory, collaborate to develop a social impact strategy, and engage in the implementation and launch of their strategy. This course also facilitates community building among Stern freshmen, as they take the course with their cohort peers.

The spokesperson for this year's Give a Spit Challenge was Sheldon Mba, a 19-year-old college student from North Carolina in need of a bone marrow match to combat his aplastic anemia. Through their marketing and donor registry efforts, students connected with Sheldon, a peer in need, and collaborated to

spread awareness and encourage others to join the national donor registry. In addition to making a significant impact through this project, students were also introduced to the social enterprise sector. Adeline Guo (Class of '17) reflects on her experience in CLP: "As a first-year student, I expected to learn about business models only in the classroom. I didn't anticipate that I'd be putting what I learned into practice in the real world so quickly, and in such a meaningful way. This has been an amazing hands-on experience."



Making Tax Season a Little Less Taxing: Beta Alpha Psi (BAP) and the VITA Program



Low-income individuals often lack access to affordable professional tax services. As a result, they may be unaware of the tax deductions and credits that they are entitled to under IRS provisions. Stern undergraduate members of Beta Alpha Psi (BAP), an honorary and professional society for students of accounting, finance, and information systems, have taken an active role in bridging the tax information gap for low-income New Yorkers. During tax season, BAP members offer low-income New Yorkers free tax return advice through the IRS's Volunteer Income Tax Assistance (VITA) program. Individuals making less than \$50,000 annually are eligible to receive free support from the VITA program.

BAP members' participation in the VITA program is an exemplar of how Stern is

developing leaders who create value for both business and society. "We are able to use the accounting knowledge that we have gained in the classroom and internships to inform low-income members of our community about important tax deductions and tax credits," says Ariel Huang, a junior who will be interning for Deloitte during the summer. The VITA program is also very rewarding for students who not only apply their knowledge, but also make a social impact. "It is a wonderful feeling when you can make a positive difference in the lives of fellow New Yorkers and you can see the smiles on their faces."

In 2013, BAP was recognized internationally as a Superior Chapter.

Techie, Foodie, Sternie

Kim Pham
(B.S. '14)



Blogging anything and everything, from full online coverage of her stolen bike manhunt to tasteful posts on foodspotting.com, Kim Pham describes herself: “Made of the Internet, lover of passionate people, technology-empowered storytelling, Internet communities, and the occasional dose of snark.” Currently a Stern senior, Kim is a self-titled “Unorthodox NYU Sternie.” Her story agrees.

In the last stretch of her senior year, Kim serves as chair of Tech@NYU, the largest technology organization for students in New York City. She is also a founding partner of Dorm Room Fund NYC, and sits on the board of directors at hashtagNYU in the NYU Office of Interactive Media. In addition to her personal accomplishments and leadership in the technology world, Kim empowers entrepreneurs around her as a board member of Enstitute, a non-profit devoted to providing job opportunities for young people at high growth startups, small businesses, and corporations. She began her own career in the technology and startup industry at age 16, interning for companies including CitySquares, Local Response NYU, and Atlas Venture. Looking back on the nascent stages of her career path, Kim explains, “I never thought I could turn my love for tech into an actual career. I’m constantly inspired by the people around me – those who taught me, helped me, and pushed me, as well as those just starting out in the tech space.”

As for her future beyond Stern, Kim will continue to blaze through the booming tech startup world as an early-stage venture investor. What inspires her journey? “My parents. They are quite unorthodox for Vietnamese immigrants – they taught me to run 150% after my passions. ‘When you love what you do, the money will come,’ they told me. Their struggles in pursuit of the American Dream fuel all that I do – in the classroom, in the technology sector, in my personal life.”

Leading By Example: PwC

In one of the largest events of the fall semester, PwC’s CEO Bob Moritz spoke to the entire sophomore class about social responsibility, leadership, and ethics. Mr. Moritz, who, in his early years never imagined he would become a CEO, also shared one of his main exhortations to his company: “Give people who lean in something to lean onto.” Students were inspired by Mr. Moritz’s stories of failure, success, and everything in between.

Following his speech, partners in four business lines within PwC discussed their practices and students had an opportunity to network with Stern alumni and PwC professionals. “When we can have our professionals on campus build relationships with students, it makes it that much easier to hire them because we know that they fit PwC’s culture,” comments Patrick Courtney, a partner in PwC’s tax practice. “Between this event, the Professional Development Series, and the Industry Introduction Series, it has been a pleasure to meet so many talented and motivated Stern undergraduates this fall.”



Alumni Spotlight: Sabira Lakhani (B.S. '12)

Since her early years as an undergraduate, Sabira Lakhani (B.S. '12) recognized that business skills can be used to address social issues. "I sat in my class, Business and its Publics, trying to reconcile shareholder and stakeholder value, debating the purpose of corporations and business, the value and impact they create, and whether or not profits trumped society and the environment," says Sabira, who earned a major in Economics and a minor in Environmental Biology. "My mind was being challenged to think about business in the context of humanity and our world, something I never had to do before."

The summer after freshman year, Sabira traveled to India for a volunteer trip, and observed more than just crowded cities and the vast countryside. "I saw corporations providing new products to the region, but remnants of those products littered the streets that people lived on. I noticed organization and infrastructure to support development, but a general lack of sanitation services and unsafe water running from the tap or not running at all. So my question was, in a world of respecting humanity and creation, how was it that returns on the dollar outpaced the value of the environment, and even of human life?"

In 2010, Sabira was selected to be an NYU Reynolds Scholar. Through the scholarship

program, which focuses on training future leaders in social entrepreneurship, she set out to map a solution to India's waste management problem. "It feels impossible to solve huge, interconnected problems, but leveraging economic and financial frameworks to think about the components of the problems was immensely helpful," says Sabira. She developed a business plan to improve the waste management infrastructure by formalizing and uplifting the working class and by partnering with large corporations in Indian cities.

After graduation, Sabira worked as a strategy and transformation consultant, but wanted to focus on utilizing her business skills to make an impact. "At Stern, I figured out how to explore what I cared about, so I began to reevaluate how I could do that again," comments Sabira, who then reconnected with a former boss to discuss job opportunities. Currently at City Light Capital, an impact investment fund, Sabira evaluates ventures that focus on leveraging technology and markets to create social and economic value. "I couldn't be happier with where I am right now in my career," Sabira says. "My education, relationships with professors and experiences at Stern and NYU enabled me to find my dream job."



Career Exploration through the Industry Introduction Series (IIS)

With all of the professional opportunities that New York City and NYU Stern have to offer, it can be somewhat daunting for undergraduate business students to begin exploring their options. The Office of Student Engagement addressed this concern by developing the Industry Introduction Series (IIS). The IIS is a 15-week program that introduces students to a new industry each week, providing access to professionals, Stern alumni, Stern student interns, faculty, and leading firms. “I wanted to learn about the wide variety of industries available,” says freshman Jessica Guo. “I attended each week to learn from professionals and firms while building my network.” The IIS

reached 20% of the freshman, sophomore, and junior classes and featured a range of industries including management consulting, digital marketing, and asset management.

“We want to empower our students to make well-informed career decisions,” says Assistant Dean Scott Stimpfel. “Programs like the Industry Introduction Series can strengthen our students’ self-efficacy when making these decisions, because the platform provides an opportunity for students to engage with professionals across various industries.”

Bluewolf CEO Offers Insights into Online Branding

Through its innovative programs, the Office of Student Engagement (OSE) has been able to leverage the expertise of leading firms and business professionals to advance students' professional development and career exploration. Bluewolf, a global firm with more than 600 employees, provides strategic consulting, implementation, training, and cloud innovation services to help companies engage their customers and drive sales. Bluewolf delivers its high-touch services to firms across four main industries: financial services, healthcare, high tech and manufacturing, and media and telecommunications. Over the past five years, Bluewolf's success has been recognized by a number of media, including the 2013 Inc. 5000, a list of America's fastest-growing private companies; Crain's Best Places to Work NYC; and AlwaysOn's OnDemand 100, a list which recognizes the top emerging internet companies.

Eric Berridge (M.B.A. '00), co-founder and CEO of Bluewolf, and his talent acquisition team came to Stern to lead a session titled, "Personal Brand: Developing Your Online Resume," as part of OSE's Professional Development Series. "Students who do not have a social media brand are at a significant disadvantage when it comes to recruiting for jobs in the 21st century," says Mr. Berridge. "Bluewolf has moved almost entirely away from physical resumes to social media platforms to recruit students." Mr. Berridge and his team shared valuable insights about effectively building and using a personal social media brand in today's global job marketplace.



Exploring Digital Marketing

Noah Sperber
(B.S. '14)

For Stern senior Noah Sperber, New York City has always been a special place. "Ever since I arrived at Stern as a freshman from Los Angeles, New York City has always held this aura," Noah says. In an effort to capture that aura, Noah took up photography as a freshman. His eye for a good shot has helped him win Dean Menon's holiday card photo competition two of the past three years. "It's a great excuse to get out and explore new neighborhoods in the city, and it has made me feel more connected to New York."

Noah recently began an internship at 360i after serving as a student intern panelist during the digital marketing week of the Industry Introduction Series (IIS). "I sat on the intern panel and discussed my prior summer's internship at Nielsen, and ended up hitting it off with the 360i panelist I sat next to," says Noah. "I enjoyed our conversation so much that I came back to the IIS Company Spotlight later that week and introduced myself to the 360i HR professionals on hand." Following an interview, Noah accepted a position on the Community Management Team at 360i. "I monitor the conversations about our brands taking place across social media platforms. It is a really interesting role, and one I would never have had access to without the IIS."



Richard Rubenstein with Dean Geeta Menon at the annual Stern Block Party.

A Networking Gift from Stern Alumnus Richard Rubenstein

Richard Rubenstein (B.S. '87), a successful third-generation publicist, founded Rubenstein Public Relations (RPR) in 1987. Over his 25-year career, Richard has represented some of New York's most colorful personalities, from Donald Trump to Alex Rodriguez. RPR has also represented some of the most well-known brands across a number of different industries, such as 15 Central Park West, Organic Avenue, The Miss Universe Organization and City Harvest. In a business that demands innovation, RPR has been able to consistently deliver successful public relations and branding strategies to its clients.

During a discussion with Assistant Dean Stimpfel about students' professional development, Mr. Rubenstein

learned that Stern students did not have business cards. Applying his expertise in personal branding, he intuitively realized that this minor detail could place Stern students at a disadvantage in today's competitive job market. "Business cards are a small but very important component of personal branding," says Mr. Rubenstein. "As part of their professional development, Stern students network with alumni and industry executives on a daily basis. It's critical that they have business cards to fully leverage any introductions." Following the meeting, Mr. Rubenstein provided a generous donation to ensure that all Stern undergraduates received a set of business cards for future networking opportunities.

AT A GLANCE

- The **Marketing Mix** and the **Undergraduate Stern Women in Business (USWIB) Conference** were two popular student conferences this year, hosted by Marketing Society and USWIB, respectively. Students heard from industry pioneers such as George Pyne, President of IMG Sports and Entertainment, Andy Khubani, CEO of IdeaVillage, and Solita Marcelli, Global Head of Fixed Income at J.P. Morgan Global Wealth Management. Firms from both public and private industry such as Guggenheim, Nielsen, American Express and DoSomething.org were also represented on the panels.

Student-run conferences are integral to the professional development of undergraduates. These conferences provide an opportunity for students to network with industry professionals and participate in discussions on contemporary topics relevant to the highlighted industries.





From left to right: Melissa Yau, Janine Craane, Valery Craane, and Professor Susan Stehlik.

Beyond the Classroom

In addition to teaching a core Stern social impact course, Organizational Communication and Its Social Context, Professor Susan Stehlik serves as an advisor for Phi Chi Theta (PCT), a business fraternity at Stern, as well as the Undergraduate Stern Women in Business (USWIB) club. She explains, “There is so much more to Stern than just coursework. My joy comes from working with students, understanding their academic and professional passions, and supporting them in achieving their goals.”

PCT is a women-focused business fraternity that serves as a social community and a venue for professional development through company visits, coffee chats with industry professionals, and corporate mingles with distinguished women in business. Last fall, Professor Stehlik guided PCT and USWIB to launch the Stern Women Speak event in collaboration with the International Federation of Business and Professional

Women (IFBPW), which addressed the 7 Women Empowerment Principles established by the United Nations Global Compact. Because only 19 U.S. companies have officially signed and committed to these principles, this initiative brought together Stern women to discuss the relevance of these principles and to address ways to increase commitment to the empowerment of women in the workplace. Following the event, Professor Stehlik is leading the preparation and delivery of a white paper on the 7 Women Empowerment Principles to the 40 global presidents of the IFBPW at the United Nations during its annual Leadership Summit in March 2014. Professor Stehlik comments, “Stern is committed to linking the importance of human rights and business; we have a Center for Human Rights and a strong social impact core curriculum for our undergraduates. This event is a way for us to go beyond what we do here at Stern and have our voices heard, students and faculty alike, on a global level.”

Inter-Club Council (ICC)

Over 70% of students participate in the Inter-Club Council (ICC), Stern's dynamic undergraduate club system consisting of 25 member clubs. The thriving network of student-run organizations offers enriching leadership and professional development events and workshops, direct contact with Stern alumni, and exposure to current conversations in a broad range of industries and interests. ICC empowers students to learn, grow, and become industry leaders.

Student Council (StuCo)

The Stern Student Council (StuCo) is the governing organization of the undergraduate student body and the source of school-wide programming aimed at enhancing the student experience, building community, and promoting school spirit. StuCo organizes and hosts a wide range of community building events including Class Wars, Stern Talent Show, and the annual Stern semi-formal. StuCo events are open to the entire Stern student body and students can get involved as leaders in a variety of ways by serving on the organizational executive board or as class representatives.



Empowered to Lead Bunmi Onitri (B.S. '14)

Between classes, Stern Street Team duties, a marketing internship with NBCUniversal, collaborating with Stern leadership on enhancing the Stern brand, and her work on Sawhorse Media's marketing campaigns, Bunmi Onitri continues to create, innovate, and build her marketing expertise.

But beyond her impressive experience in marketing and media, Bunmi is first and foremost a Stern student and leader. She currently serves as co-vice president of the Undergraduate Stern Women in Business (USWIB) club and director of publicity for Stern Student Council. Bunmi explains, "Being a part of the Stern community has shaped my college experience. My leadership roles constantly connect me with my impressive and driven peers, and even high-level, inspiring professionals. While finding new ways to connect and collaborate with people at Stern, I've learned what it means to be a leader."

A highlight of Bunmi's time at Stern was serving on the committees for the annual USWIB conference. With the support of the Office of Student Engagement, Bunmi and the USWIB executive board secured sponsors, including BlackRock, Guggenheim, J.P. Morgan, BNP Paribas, and Macquarie. The conference addressed a range of industries, including consulting, entrepreneurship, and marketing, and featured speakers, such as Julie Silver, Chief CFO of FIJI Water Company, and Solita Marcelli, Global Head of Fixed Income at J.P. Morgan Global Wealth Management. Bunmi says, "For the past three years, our Undergraduate Stern Women in Business club has invited students from across the country and Canada to our annual conference, featuring distinguished keynote speakers, panel discussions, coffee chats, and career fairs. It is an initiative that promotes professional and personal development, as well as women empowerment in the workplace. I have seen people leave with concrete skills and new connections, and I am so proud of all that our conference team has accomplished."

A Passion for Potential: Will Pesce Guides Future Leaders

Will Pesce (M.B.A. '75), embodies collaboration and leadership in every aspect of his life. Mr. Pesce recently retired from John Wiley & Sons, Inc. (Wiley), after 22 years at the company, 13 of which he served as president and CEO. During his tenure as president and CEO, Wiley recorded double-digit compound annual growth in revenue and EPS. The impact of Mr. Pesce's leadership has extended well beyond Wiley's stock price and boardroom. Mr. Pesce, who was a first-generation college student, is deeply committed to ensuring that a college education is obtainable for students of all economic backgrounds. As a passionate advocate for low-income students, he serves on both the William Paterson University Board of Trustees and the NYU Stern Board of Overseers.

Mr. Pesce believes that access to Stern is only one piece of the puzzle; undergraduate students should also have access to resources that foster their development as leaders. He generously offers his talents and collaborates with the Office of Student Engagement to create an environment that cultivates the leadership potential of Stern students. Mr. Pesce shared his experiences and insights with more than 75 students from 25 clubs and Student Council, during a leadership summit hosted by the Office of Student Engagement. "It is our responsibility as alumni to help students recognize their full potential as leaders," says Mr. Pesce. "Research tells us that at least some key attributes of leadership can be both taught and learned."



Learning through Mentorship

By utilizing the synergies at Stern in the undergraduate and graduate schools, the Stern Undergraduate/M.B.A. Mentor Program provides a support system for professional growth, a platform for networking, and the opportunity to cultivate leadership and EQ skills. While the program hosts structured workshops on topics such as professionalism and networking etiquette, mentors and mentees are also encouraged to interact with each other in less formal settings. Following an application process, juniors were selected and paired with M.B.A. mentors based on professional interests as well as personal hobbies such as sports, music, and international travel.

In addition to hosting professional development sessions, the Mentor Program kicked off with a team building community service day. Mentors and mentees traveled to Rockaway Beach in Queens to help rebuild areas affected by Hurricane Sandy.





AT A GLANCE

- The **Dean's Leadership Roundtable Series (DLRT)** provides students with the opportunity to participate in intimate discussions with Dean Menon and prominent CEOs, entrepreneurs, and high level executives across industries on topics of leadership and professional development.

Through the diverse perspectives these professionals bring to the DLRT conversations, students gain valuable career and life advice applicable to a variety of paths.

Fall 2013 Participants:

Alia Jones-Harvey
Award Winning
Broadway Producer
Front Row Productions

Maria Hermida
Chief Ethics Officer
Citigroup

Meridith Dennes
Co-Founder & CEO
Project Eve

Barry Salzberg
CEO
Deloitte Touche
Tohmatsu Limited

Dr. Brent Ridge
Entrepreneur, Author,
and Television
Personality
Beekman 1802

Stern in the Community

Twice a year, Stern students partner with New York Cares, the largest volunteer management organization in New York City, to contribute to the community. Student Council and student clubs, such as Stern Cares and Delta Sigma Pi, recruit student volunteers. The Stern volunteers spend a Saturday each semester beautifying schools, parks, and other public facilities.

In the same altruistic spirit, other student groups join together around causes such as Relay for Life, an NYU-wide initiative to benefit the American Cancer Society. Each year, Stern clubs and the Inter-Club Council host events, from bake sales to date auctions, which raise tens of thousands of dollars. Stern students stand among the top fundraisers in the entire university.

GIVING AND ENGAGEMENT OPPORTUNITIES



We are extremely grateful for both the engagement and financial support of our corporate partners, faculty, alumni, and friends of Stern.

Our collaborative efforts have resulted in unparalleled opportunities for our students in the areas of leadership, professional development, and social engagement. Many of our programs serve as platforms to bring together the extended Stern community, introducing students to the vast Stern network and allowing Stern alumni and supporters to engage on a more personal level.

Student club events and programs such as the Industry Introduction Series and Alumni Career Engagement can only succeed with the participation of firms and alumni, who provide career and professional guidance to students. Our social programming, such as Senior Social and the Cohen Arts and Culture Experience, offer ways for alumni and faculty to connect with students in less formal settings. The Office of Student Engagement also offers donation opportunities specific to student programming for those who are interested in contributing financially.

The funds listed below are just some of the ways that financial contributions can be applied:

Conference & Competition Fund

Provides students with access to leading industry conferences and competitions around the world.

Professional Student Organization Fund

Provides Stern's 25 student organizations with essential resources to support professional development programming.

Professional Innovation Fund

Provides resources to create innovative programming that shapes students' professional development at each stage of their academic career, supporting programs such as the Industry Introduction Series, the Professional Development Series, and the Case Walk-Through Series.

Engagement Fund

Provides resources to create special events that facilitate interactions between undergraduates and the broader Stern community.

For more information on engagement and giving opportunities, please contact us:

Website: www.stern.nyu.edu/ucose

Email: ucose@stern.nyu.edu

Phone: 212-998-0277



Professional Development Initiatives

Alumni Career Engagement
Case Walk-Through Series
Industry Introduction Series
Inter-Club Council
Opportunity Finance Program
Professional Development Series

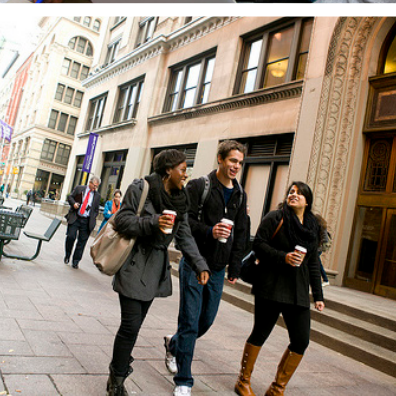
www.stern.nyu.edu/ucoseprofessional



Leadership Initiatives

Cohort Leadership Program I: IMPACT
Dean's Leadership Roundtable

www.stern.nyu.edu/ucoseleadership



Social Initiatives

Block Party
Cohen Arts and Culture Experience
Experience NYC
Graduation
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www.stern.nyu.edu/ucosesocial

Alumni Initiatives

To learn more about opportunities for alumni to engage with students, please visit:

www.stern.nyu.edu/ucosealumni





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