

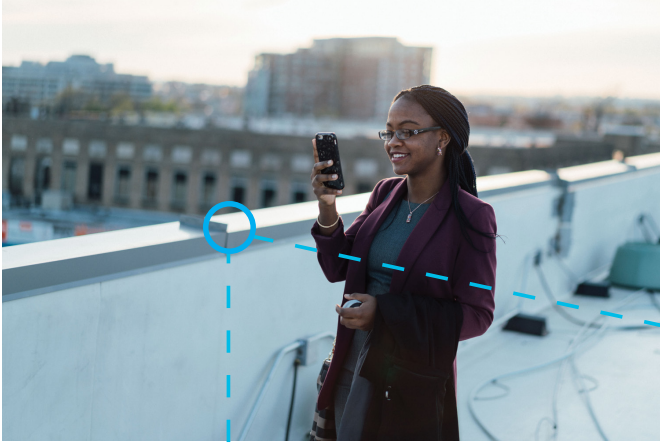
2019-20  
DEAN'S REPORT

# A Network For Life



GEORGETOWN UNIVERSITY

School of Continuing Studies



## TABLE OF CONTENTS

Dean's Welcome	3
SCS by the Numbers	6
A Network for Life	12
Student Entrepreneur Builds Business Through Georgetown Network	14
Alumnus Elevates Capstone Projects Through Industry Partnership	16
Faculty Teach Lessons Beyond the Classroom	18
Assistant Dean Lives the Mission Through Education	20
Academic Opportunities	22
Faculty Leadership	24



## Georgetown students are changemakers—in their workplaces, in their industries, and in their communities.

Supported by a global alumni community and a world-class roster of expert faculty, our students experience and contribute to one of the University's most valuable gifts: the Georgetown network.

Georgetown's School of Continuing Studies (SCS) serves more than 10,500 students each year. With a network of more than 8,000 alumni and a growing community of faculty, staff, and industry partners, SCS provides limitless opportunities to form meaningful personal and professional connections.

The SCS network affects each one of us in countless ways. It supports current students in their ambition to create a better world. It forges a bridge between classroom lessons and boardroom experiences. It is an avenue through which graduates create new opportunities for their peers, and a vehicle through which staff engage more deeply with the historic mission of Georgetown University.

Our community is vibrant and alive. As our societies and economies continue to demand creativity, innovation, and collaboration, I am proud of the lifelong network that we support and maintain at SCS, and through this network, the collective impact we have on our shared world.

A handwritten signature in black ink, appearing to read 'Kelly J. Otter'.

**Kelly J. Otter, Ph.D.**  
DEAN  
SCHOOL OF CONTINUING STUDIES  
GEORGETOWN UNIVERSITY

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*“Diversity, practicality, and networking opportunities with my peers and instructors are three key factors that made my time at Georgetown a life-changing experience.”*

- Worakorn “Puff” Thongkijlaohachai, G’17  
Integrated Marketing Communications

*“The network is the most powerful and most important benefit of pursuing this degree at Georgetown. Not only can students network with their professors, but also with the people they sit next to.”*

- Carol Blymire, Faculty  
Public Relations & Corporate Communications



*“I thought that by deciding to attend Georgetown, I was putting aside my dream of starting my own business. Seeing all the opportunities and connections that Georgetown can create has actually done the opposite. It has made my dream possible.”*

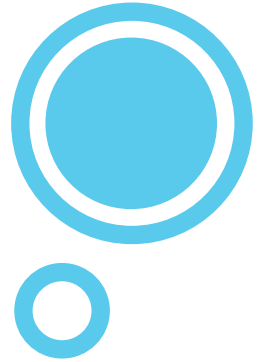
- Katie Fischer, G’20  
Emergency & Disaster Management

*“Obviously the curriculum in the program is amazing, but when you’re talking about the cost of grad school, where I got the value from the program was in the network.”*

- Alexia Baillow, G’16  
Public Relations & Corporate Communications

*“Ultimately, the best thing about being at Georgetown is the interesting, bright people you are with.”*

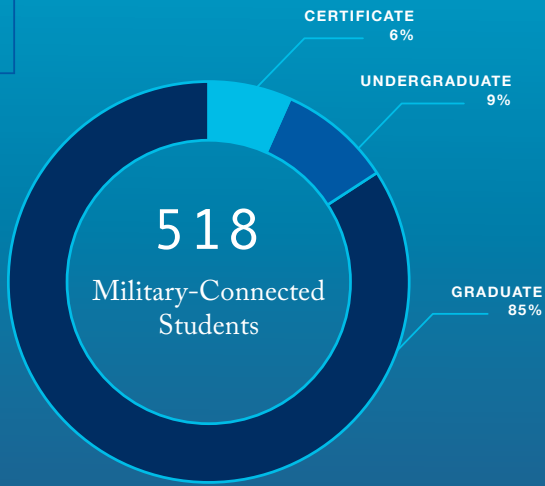
- Molly Kiu Cho Wong, G’17  
Project Management



# SCS by the Numbers

10,506 STUDENTS SERVED PER YEAR

16-93 AGE RANGE



## Degree Program Student Body at a Glance

3,086 STUDENTS SERVED PER YEAR



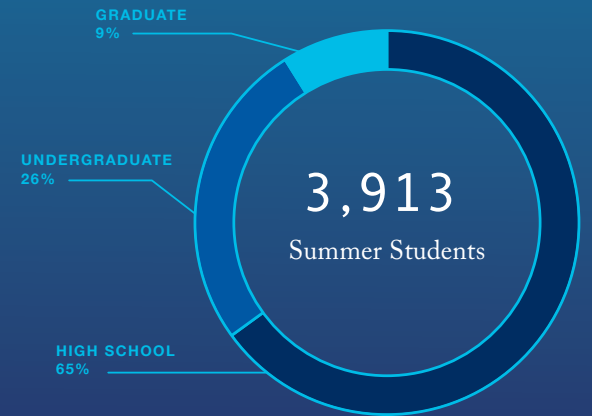
### Graduate Capstone Clients:

- Washington City Paper
- Freddie Mac
- The Washington Post
- Airbus
- General Dynamics
- Under Armour
- Relief International
- Shakespeare Theatre Company
- U.S. Chamber of Commerce
- Prince George's County
- Southwest Airlines
- The World Bank
- Washington Nationals
- Center for Autism Education
- Tableau Software
- Boys and Girls Clubs of America

## Non-Degree Program Enrollments

2,934 CERTIFICATE, CORPORATE, VISITING, AND CUSTOM EDUCATION PROGRAM STUDENTS

573 ENGLISH LANGUAGE EDUCATION STUDENTS



# International Study Opportunities





8,271  
Alumni

5,375  
MASTER OF  
PROFESSIONAL  
STUDIES

1,958  
MASTER OF  
ARTS IN LIBERAL  
STUDIES

65  
DOCTOR OF  
LIBERAL STUDIES

662  
BACHELOR OF  
ARTS IN LIBERAL  
STUDIES

211  
EXECUTIVE MASTER  
OF PROFESSIONAL  
STUDIES

# A Network For Life





STUDENT ENTREPRENEUR  
BUILDS BUSINESS THROUGH

# Georgetown Network



## In the spring of 2018, Emergency & Disaster Management student Katie Fischer quit her entertainment marketing job in Los Angeles, packed her suitcase, and flew to Liberia.

The month-long trip was the result of her desire to make a more immediate impact on the world. Her passion for empowering women and girls eventually gave her that opportunity. What may have been an insurmountable encounter with uncertainty for most, in fact, energized Fischer, as her vision for her future began to unfold in front of her eyes.

Fischer's trip formed the discovery phase of what would become her business: Unveil, a women's line dedicated to "revolutionizing the experience of shopping for intimate apparel through convenience and sustainability." As a company built around social impact, Unveil's "Give-One-Get-One" business model gifts a washable, reusable period panty to a young woman in a developing country with every purchase in the U.S. market.

In Liberia, Fischer saw firsthand the struggles of women and girls who lacked access to sanitary products and the means to buy them. She also saw how disaster situations exacerbated the vulnerabilities they faced.

"If you can imagine that women are dealing with this issue on a daily basis," Fischer says, "what happens when there's a complex emergency or disaster? What happens if they're living in a refugee camp for an extended period of time?"

It was in Liberia that Fischer first learned of Georgetown's graduate program in Emergency & Disaster Management. She immediately knew that the program could add value to her business and enable her to better serve women and girls in the developing world. What she did not expect to find was a supportive entrepreneurial ecosystem through Georgetown Entrepreneurship to help her build the core of her business.

Celebrating 10 years of success at the University this year, Georgetown Entrepreneurship endeavors to create a culture of entrepreneurship at Georgetown, and to use the power of the Georgetown network to create valuable connections for student entrepreneurs to further their ventures through mentorship, competitions, and formal courses, among many other resources.

"Entrepreneurs like Katie come from everywhere," says Jeff Reid, founding director of Georgetown Entrepreneurship. "We know that it's not just something business students are interested in. With SCS, we find a wonderful partner because the students are very career-oriented. Many of them are working full-time, and they bring a perspective that is different based on this experience."

SCS—and Fischer—have benefited this year by having a dedicated entrepreneur-in-residence, John Jabara, who has helped to coordinate events and resources for entrepreneurs on the downtown campus. Jabara was recently named Maryland Entrepreneur of the Year by the Maryland Clean Energy Center. His company, Savenia Labs, was also named Maryland Incubator Company of the Year in 2013.

Jabara also found SCS to be an exciting partner.

"Because the students are generally more mature in their career, they are more focused," Jabara says. "Their entrepreneurial venture is not necessarily a hobby—this is something that they want to do for their career. They bring the energy and the passion to succeed."

Fischer has taken the opportunities offered through Georgetown Entrepreneurship very seriously. She finished second overall in the graduate school entrepreneurship pitch competition in April of 2019, winning an \$8,500 prize in addition to her \$1,000 award for claiming the top spot in the SCS sectional round. At the pitch competition, Fischer also met a contact who would prove integral to the philanthropic side of her business. Another Georgetown entrepreneur-in-residence, Mike Malloy, took note when Fischer mentioned a potential business ally—Be Girl—which she said would be her "dream partner."

"Within two days, I had a meeting set with the COO," Fischer says. "After an hour meeting, they said they would love to work with Unveil. I have to remind myself in times of hardship that this was one of the best days of my life, and I could not have done it without the pitch competition and the Georgetown network."

Fischer also earned a space in Georgetown's highly selective 2019 Summer Launch Program, an eight-week incubator that provides student-entrepreneurs dedicated mentors, workspaces, a stipend, and introductions to local investors and entrepreneurs.

"In the first four weeks of the Summer Launch Program, I did more than I ever thought I could have for my business," Fischer says. "I learned so much about market research and business development. I interviewed more than 50 women about their underwear preferences, which will help inform the design of the product offered on the U.S. market."

During a break from the Summer Launch Program, Fischer had the opportunity to visit a classroom of girls in Nairobi, Kenya, where, with the funds won through Georgetown's pitch competition, she was able to provide 50 menstrual kits and hold an educational session on their use paired with a lesson on self-defense.

"It was eye-opening for me to see how many girls need this support in one school, in one city, in one country," Fischer says. "I had been focusing on the domestic side of Unveil, so being able to provide a distribution to 50 girls reignited in me the passion behind the business."

As she continues to develop her company, Fischer will remain in close contact with her Georgetown mentors.

"Katie is a very passionate, energetic entrepreneur who believes in the mission," Jabara says. "She is firing on all cylinders to try to make her business successful. It is a pleasure to work with an entrepreneur like that."

If you are interested in following Fischer's journey, you can subscribe to her monthly newsletter through [www.unveilcollection.com](http://www.unveilcollection.com) or follow @unveilcollection on Instagram. She can be reached at [katie@unveilcollection.com](mailto:katie@unveilcollection.com).

ALUMNUS ELEVATES CAPSTONE  
PROJECTS THROUGH

# Industry Partnership



## Franklin Ortiz is a natural networker, seeing opportunities and connections where others may miss them.

As one of the first graduates of the Master's in Project Management at the School of Continuing Studies, he made the most of his time in the program to advance his career. Upon graduation, he saw an opportunity to connect his current employer—the leading global aerospace company Airbus—with his alma mater. What happened next was the creation of a new relationship that allowed both organizations to reach new heights.

"These two organizations align perfectly in what they are trying to do," says Ortiz, who works in the company's Business Transformation unit. "At Airbus, innovation is in our blood. I knew that this would be a great connection to make with the School of Continuing Studies and the Project Management program to give students real-world experiences that complement what they are learning in the classroom."

Once he cleared the proposed partnership with Airbus executives, he approached Project Management Faculty Director George Moschoglou, Ph.D.

"First, I put down on paper what I as a student needed to learn based on my experience as a graduate of the program," Ortiz explains. "Then we sat down and created the first Capstone project for students."

What Ortiz and Moschoglou came up with was an unprecedented opportunity to provide Project Management students the experience of working on key Airbus projects. Since establishing the partnership in the spring of 2018, students have helped to create a guide for new Airbus project managers, determined best practices for setting up a shared services center, and conducted a benefits realization analysis for an important Airbus project.

After the first student Capstone presentations at their U.S. manufacturing facility in Mobile, Alabama, Airbus executives were sold on the partnership.

"They found the conclusions the students reached to be just as insightful as those of their professional consultants," Moschoglou says. "This first group really was the catalyst for our work together."

With resounding success in the project management discipline, additional academic programs within the School of Continuing Studies have begun to work with Airbus. After attending a partnership launch event at the Airbus Experience Center, Integrated Marketing Communications Faculty Director Wendy Zajack saw a world of opportunity for her students.

"From a communications perspective, Airbus is a fascinating global organization that's teeming with opportunity for exploration," Zajack says. "It is very interesting to evaluate how a foreign company doing business in the U.S. presents itself. For students who may just have experience in the domestic realm, this is an important perspective to understand."

Furthermore, while many students may gravitate to the more well-known consumer brands, Airbus also provides an exceptional opportunity to study another avenue of professional marketing communications.

"There are a lot of jobs in B2B marketing," Zajack explains. "It is interesting and fulfilling work, and Airbus is a great way to show students how attractive these roles can be."

The Human Resources Management graduate program has also begun collaborating with Airbus on Capstone projects. The Technology Management program is currently exploring opportunities as well. As the partnership between Airbus and Georgetown flourishes, it also provides a model for alumni and industry engagement for years to come.

"We have built a reputation for solving problems and having a practical approach to dealing with complex issues," says Human Resources Management Faculty Director Ifedapo Adeleye, Ph.D. "That reputation draws people to our programs. For that same reason, alumni reach out from their companies and continue to engage Georgetown in these mutually beneficial partnerships."



FACULTY TEACH LESSONS

## Beyond the Classroom

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### Six weeks into her Personal Branding course at Georgetown University, instructor Carol Blymire assigns seats.

"I purposely move them from where they're comfortable sitting," Blymire says. "I make sure they're sitting next to someone they don't normally sit next to. And they come in and the look on their face is a little terrified."

Once they're seated, Blymire asks the students to introduce their new neighbors to the class. Out of the 20 or so students, few are able to do it.

"By the end of it, people are embarrassed, they're blushing, they're a little mad," Blymire says. "I tell them, 'we're six weeks into the semester and you're missing out on one of the biggest benefits Georgetown has to offer—its network.'"

As an instructor, Blymire is consistently pushing students outside their comfort zones. Her Personal Branding class is open to students in the Journalism, Integrated Marketing Communications, and Public Relations & Corporate Communications master's programs—so it's likely that during the exercise, students meet peers with whom they've never before shared a classroom.

"The thing about Carol's class is that you always know there's a method to her madness," says Alexia Baillow, who graduated with a Master's in Public Relations & Corporate Communications in 2016, and now works as the brand marketing manager at MGM National Harbor. "So there's an initial feeling that you know you're going to be forced out of your comfort zone, but there's also a feeling that you trust Carol and you know this is going to be helpful to me in some way."

The founder and CEO of Blymire Communications, Blymire provides management and leadership consulting, communications strategy, and personal branding services to organizations. At the School of Continuing Studies, she teaches students about the importance of relationships and networking with purpose. She's also a part of their network—providing timely insights from the industry and creating connections that extend beyond the classroom. She keeps in touch with the professionals she has

taught and is quick to share information or opportunities that she thinks could benefit her former students.

"If you demonstrate that you've done the work, that you were kind to others in the class, that you paid attention, and were a good networker," Blymire says, "I absolutely will proactively reach out and help."

Alexia Baillow was one of those students.

While consulting for a conference for the American Speech-Language-Hearing Association, Blymire saw an opportunity for Baillow not only to develop her own skills, but also to help others by serving as a guest speaker for young leaders.

"The majority of those students were minority students, so Carol wanted me to come out and assist her because she felt that it was important for them to learn about developing yourself as a young professional from a woman of color," Baillow says.

It was Baillow's first experience attending a conference as a speaker. Since then, she has gone on to have speaking engagements at events for Washington Women in Public Relations and ColorComm.

It was also another one of Blymire's lessons: you never know what doors will open if you commit to creating meaningful relationships.

A photograph of Assistant Dean Sullivan, a man with a beard wearing a grey blazer over a Georgetown University t-shirt, talking to a woman in a blue floral top. They are looking at some papers together. The background shows a building with large windows.

ASSISTANT DEAN  
LIVES THE MISSION

## Through Education

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### Trey Sullivan told himself he wouldn't wear a Georgetown University T-shirt until he was a Georgetown University student.

The assistant dean of SCS's Liberal Studies programs, Sullivan has been a Georgetown employee since 2011, and has spent more than six years working with students and faculty at the School of Continuing Studies. But he wouldn't consider himself a Hoya until he completed coursework at the University.

"Over time, I have developed a profound connection with this community," Sullivan says. "And I felt an urgency to officially be a Hoya."

As a Georgetown employee, Sullivan is eligible to participate in the Tuition Assistance Program (TAP), which encourages the community to explore Georgetown's suite of educational offerings and to pursue professional development opportunities. Tuition assistance is part of a holistic program of benefits and resources available to Georgetown staff and faculty designed to deepen their connection to the University.

"Providing an opportunity for people to take part in the academic mission of this institution allows them to become more deeply entrenched in our community," says Associate Vice President for Benefits and Chief Benefits Officer Charles DeSantis. "The work we do in benefits, payroll, and wellness is to make sure that people serve and receive the mission of the University."

At SCS, which offers students a variety of professional growth opportunities, TAP is an integral part of the culture. SCS's flexible degree programs equip students to grow in their industries while balancing the demands of work and family. Additional professional certificate options provide opportunities for students to upskill, explore new professional interests, and build competencies for an evolving workforce.

So it's no surprise that the SCS staff and faculty, who design and implement these programs, often find themselves back in the classroom. For Sullivan, that started with a Certificate in Project Management.

"At SCS, we have these practical, attractive certificates," Sullivan says. "My academic background is in French and music, theology, and pastoral care. I felt this desire to have a practical, technical credential."

So in 2017, Sullivan embarked on a two-week intensive survey of project management techniques and fundamentals.

"I encountered business concepts, but also mindset concepts, that I hadn't been introduced to before," Sullivan says, "and I felt good about having that credential as part of my professional profile."

And he earned his Georgetown T-shirt.

Sullivan continues to oversee the daily operations of SCS's three Liberal Studies programs, at the bachelor's, master's, and doctoral levels. A faithful advisor to his students, he has also continued to pursue his own educational opportunities through the Georgetown network. Recently, he was accepted into the Executive Master's in Leadership program offered by Georgetown's McDonough School of Business.

In the classroom, he studies group dynamics, person-centered thinking, and effective leadership behaviors. But the experience also informs the way he serves his own students at SCS.

"Being on that side of the table has encouraged me to be a better administrator," Sullivan says, "because if I can practice excellence in that space, it's going to make the lives of the students better. I have seen the good work that my administrators are doing for me, and I can see that what they're doing is making a direct difference in my experience as a student."

At the core of SCS's design is the ambition to transform the lives and careers of lifelong learners. It's only natural, then, that the School invites its staff and faculty to continue to grow both personally and professionally.

"The beautiful thing about the TAP benefit is that it invites the staff member to be curious—to think about themselves spiritually, emotionally, and physically in a new way," Sullivan says. "I don't think it matters if you're doing project management, or an MBA, or communications, or real estate; there's an invitation to curiosity."

# Academic Opportunities

## Degree Programs

### Arts & Humanities

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

### Business & Management

Global Hospitality Leadership  
Higher Education Administration  
Human Resources Management  
Project Management  
Sports Industry Management  
Supply Chain Management (Fall 2020)

### Marketing & Communications

Design Management & Communications  
Integrated Marketing Communications  
Journalism  
Public Relations & Corporate Communications

### Business, Technology, & Security

Competitive Business Intelligence  
Cybersecurity Risk Management  
Lean & Agile Practices

### Real Estate & Urban Planning

Real Estate  
Urban & Regional Planning

### Technology & Security

Applied Intelligence  
Cybersecurity Risk Management  
Emergency & Disaster Management  
Engineering Management (Fall 2020)  
Technology Management

## Non-Degree Programs & Professional Certificates

### Summer & Special Programs

Georgetown Summer Sessions  
Senior Citizen Auditor Program  
Summer Programs for High School Students  
Visiting Non-Degree Programs

### English Language Education

American Conversational English  
English Skills for Graduate Students  
Evening & Weekend English  
Intensive Academic English  
Intensive Language & Culture  
Intensive Professional English  
Teaching English as a Foreign Language

### Custom Education

Custom and executive education programs for domestic and international clients

### Business & Management

Business Administration  
Franchise Management  
Legal Concepts for Decision Makers  
Multidisciplinary Business Studies  
Product Management  
Project Management  
Strategic Management

### Education, Health, & Policy

Early Intervention  
Education Policy & Program Evaluation  
Health & Wellness Coaching  
International Migration Studies

### Executive Leadership

Facilitation  
Leadership Coaching  
Navigating Polarities  
Organizational Consulting & Change Leadership  
Strategic Diversity & Inclusion Management

### Finance & Accounting

Budget & Finance  
Corporate Finance

### Marketing & Communications

Digital Marketing  
Social Impact Partnership Design  
Social Impact Storytelling  
Social Media Management

### Technology & Security

Artificial Intelligence Management  
Blockchain Technology Management  
Cybersecurity Strategy  
Data Science



## Graduate Certificates

# Faculty Leadership

## Ifedapo Adeleye, Ph.D.

Faculty Director and  
Associate Professor of the Practice  
Human Resources Management  
Academic Areas of Interest: global human resources,  
sustainable human resources, digital human resources

## Uwe Brandes, M.Arch.

Faculty Director and Professor of the Practice  
Urban & Regional Planning  
Academic Areas of Interest: urban design, public-  
private partnerships, sustainable urban development,  
global urbanization, civic imagination, climate  
change and urban resilience

## Simon Cleveland, Ph.D.

Faculty Director and  
Associate Professor of the Practice  
Bachelor of Arts in Liberal Studies  
Academic Areas of Interest: liberal studies,  
leadership and management, project management,  
business, entrepreneurship, ethics, systems design and  
management, technology management

## Carole Feldman, M.S.

Interim Faculty Director  
Journalism  
Academic Areas of Interest: journalism ethics,  
domestic policy, the environment, education,  
housing, veterans affairs

## Tim Frazier, Ph.D.

Faculty Director and Professor of the Practice  
Emergency & Disaster Management  
Academic Areas of Interest: human-environment  
systems, natural hazards, coastal hazards, climate  
change and societal resilience, geospatial analysis, risk  
assessment, resilience of marginalized populations

## Ariel Glucklich, Ph.D.

Director  
Doctor of Liberal Studies  
Professor, Department of Theology  
Academic Areas of Interest: psychology and  
anthropology of religion, classical Indian law, Hindu  
myths and rituals, contemporary folk religion  
and magic in Banaras, phenomenology, religious  
experience

## Stephanie Kim, Ph.D.

Faculty Director and  
Assistant Professor of the Practice  
Higher Education Administration  
Academic Areas of Interest: higher education,  
comparative and international education, student and  
scholar mobility, global citizenship, youth cultures,  
multiculturalism, East Asia

## Frederic Lemieux, Ph.D.

Faculty Director and Professor of the Practice  
Applied Intelligence  
Cybersecurity Risk Management  
Academic Areas of Interest: intelligence, national  
security, homeland security, cybersecurity

## Charles McNelis, Ph.D.

Faculty Director  
Master of Arts in Liberal Studies  
Professor, Department of Classics  
Academic Areas of Interest: Latin literature and  
paleography, Hellenistic poetry, Roman social history

## Georgios Moschoglou, Ph.D.

Faculty Director and  
Associate Professor of the Practice  
Engineering Management  
Project Management  
Academic Areas of Interest: strategy execution,  
benefits realization, agile transformation, agile  
portfolio management, artificial intelligence-driven  
decision making

## Maria Trujillo, Ph.D.

Faculty Director and  
Associate Professor of the Practice  
Systems Engineering Management  
Technology Management  
Academic Areas of Interest: digital transformation,  
knowledge and change management, organizational  
learning, international development, systems  
modeling and analysis, data visualization

## Erinn Tucker, Ph.D.

Faculty Director and  
Associate Professor of the Practice  
Global Hospitality Leadership  
Academic Areas of Interest: human resources  
management, hospitality management, event  
management, multicultural travel, entrepreneurship,  
diversity and inclusion, economic development using  
tourism

## Glenn Williamson, M.B.A.

Faculty Director and  
Assistant Professor of the Practice  
Real Estate  
Academic Areas of Interest: international  
development, urban revitalization, emerging markets,  
global business, finance, management, Russian

## Wendy Zajack, M.B.A.

Faculty Director and  
Assistant Professor of the Practice  
Design Management & Communications  
Integrated Marketing Communications  
Academic Areas of Interest: global marketing  
and communications, design, entrepreneurship,  
leadership, online education





[scs.georgetown.edu](http://scs.georgetown.edu)  
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*GEORGETOWN UNIVERSITY*  
School of Continuing Studies

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