Dean’s Letter

The summer is a time for restful recharge (and for feverish work, too!), as we prepare for things to begin in the fall. We ended our year with great events. Our Baccalaureate ceremonies at Radio City Music Hall were a smashing success and, for the first time, we streamed them live on the internet for families and friends who were unable to attend. In addition, for the first time we engaged our audience on Twitter during the ceremony. Tweets from audience members, families, graduates, and friends were shared online and on the big screen—some from as far away as Malaysia. The audience’s enthusiasm and stirring words from our alumni speaker, Imam Khalid Latif (recipient of our Distinguished Service Award) caused CAS to begin “trending” on Twitter—even higher than pop star Justin Bieber! Imam Latif’s inspiring speech was later picked up by internet outlets including Upworthy.com.

We finished the academic year marking the success of student scholars in our Undergraduate Research Conference. This culminating showcase of our faculty-student research partnerships in humanities, physical and social sciences, and interdisciplinary studies was amazing. This was the 40th year of the conference and a record 300 student presentations were given. For the first time, our partners from the Borough of Manhattan Community College had student representatives present their research. This is our first event marking the collaboration with BMCC through our POISE program, which identifies top students and facilitates their transition to our CAS community as transfer students in STEM fields. We are excited to see their talents flourish as part of our student body.

With the end of summer quickly approaching, our colleagues in CAS are preparing to welcome the new class of 2018. The College Cohort Program, in its third year, has hired new peer advisers, College Leaders, to help our advising staff welcome new students. The first event is our Convocation and Freshman Dialogue, which centers around Pat Barker’s remarkable World War I historical novel *Regeneration*. The story is set in a Scottish hospital where officers were treated for shell shock. Barker’s richly woven narrative touches upon the politics of dissent, social Darwinism, fears of imperial and racial “decline,” gender roles, and the history of psychiatry and medicine. Many faculty have volunteered to participate, including Convocation keynote speaker Patrick Deer from the English department, as well as members of the French, computer science, biology, and history departments (to mention just a few). We hope that the discussions will act as a lead-in to events being planned at NYU to mark the centenary of World War I and the global, technological, and at times overwhelmingly violent force of modernity that it ushered in.

May you have a restful end of the summer and start of the school year and I look forward to great things to come this year here at the College of Arts and Science.

G. Gabrielle Starr
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Greetings from CAS Student Council! My name is Rijul Asri, and I am the current student-body President. We have been working hard this summer to plan out our events and initiatives, and I am excited to share our goals for the upcoming academic year.

Our first event of the year is CAS Block Party. This Welcome Week event is our biggest event of the year, and we are excited to welcome the Class of 2018 into the NYU community! We hope that they all get inspired to get involved in student government. In fact, our theme this year is involvement—Vice President Rebecca Cruz and I are focusing on getting the entire CAS community interested and involved in student government.

Treasurer Luca Rivelli and Chair of Club Council Kevin Liu have decided to focus on developing inter-club relations and on streamlining the club reimbursement process. Through leadership workshops, inter-club socials, and more transparency regarding budgetary policy, they hope to increase efficiency within clubs as well as open more lines of communication between clubs and Student Council.

Senator Adrian Co and Student Advocacy Chair Amanda Ezechi will continue to promote the Upstander campaign. Through town halls and other promotional events, they plan on clarifying to every student the benefits of taking action and not being a bystander. This year, they hope to take the campaign to the University level in order to get the message out to more people.

Curriculum Chair Sofiya Andreyeva will concentrate her efforts on student-faculty relations. She is planning a variety of mixers and panel discussions that will allow students and faculty members to come together and share their experiences. She also hopes to create a relationship with the student body so more of their curricular concerns can be voiced.

Sophomore Class President Hamza Muhammad is echoing the overall theme of involvement by showing the sophomore class how they can get involved—not only on campus, but all around the city. He hopes that his fair-style events will show the sophomore class how accessible the city really is, with a focus on community service.

Overall, we hope to take CAS Student Council to new heights, and I sincerely believe that this is the year to make it happen. Don’t forget to stay in touch with us on social media: Facebook https://www.facebook.com/NYUCASSC and Twitter https://twitter.com/student_council. Here’s to a great year!
This past May, baccalaureate ceremonies for the College of Arts and Science took place at historic Radio City Music Hall in Midtown. Historic and large: this year, we celebrated the graduation of 1800 students! There’s no doubt that CAS is a big place. However, one of the seniors on the famous stage, Yi “Louisa” Lu, had discovered one of the best ways to personalize her NYU experience: by developing a relationship with a faculty mentor around a shared intellectual interest. The research project she devised won top honors at the 2014 International Symposium on Code Generation and Optimization, held in Orlando in mid-February.

When Louisa entered CAS in the fall of 2010, she was planning on a major in mathematics. She tacked toward a computer science major early on, drawn to the concreteness of problem-solving with code. Her main area of focus is parallel computing, technology that allows “supercomputers” to run vast amounts of data and process multiple calculations at once. Currently, parallel computing is used in fields like biotechnology, nuclear energy, and astrophysics, but Louisa and her faculty sponsor, the Courant Institute’s Mohamed Zahran, foresee a time not too far in the future when the technology will transform everyday consumer products, including cellphones. As Louisa said, it’s a “very hot” subspecialty in computer science, with applications that can be scaled up or down across a range of industries.

The title of her prizewinning poster—“Unleashing the Power of General Purpose Graphic Processing Unit”—expresses parallel computing’s dynamic potential. The focus of her research was on blockages or “bottlenecks” that need to be overcome first. One is “branch divergence,” where some computations stall while others are still finishing up, causing a slowdown. Another is inefficiencies in “fetching” data from their sources. The symposium was an occasion to learn from leading computer scientists from around the world, as well as her peers. (She also paid a visit to DisneyWorld, on a day when the temperature in New York was 35 degrees.)

Louisa’s next chapter begins at Prudential, where she will be responsible for “modeling assets and liability.” Professor Zahran says proudly that he was “lucky to find a student like Louisa” and that he is convinced we can expect to hear her name again, associated with a technological breakthrough. We congratulate alumna Louisa Lu on her accomplishments, and we thank Professor Zahran for guiding a gifted undergraduate in her research.
What do Absolut Vodka, Scottish dancing and a girl named Jennifer have in common? Freshman Seminar instructor Richard Lewis recounts an unusual encounter in his new book, *Why Hire Jennifer? How to Use Branding and Uncommon Sense to Get Your First Job, Last Job, and Every Job in Between*. He was trying to help a Jennifer (pseudonym) enter the job market; she had graduated from a small college in Connecticut and was interested in a career in broadcasting. She couldn’t think of anything that made her standout, until she blurted, “Well, I’m a Scottish dancer.” Bingo.

*College News* met with Mr. Lewis to discuss his new book, which grew out of his Freshman Seminar “Branding: People, Places and Things.” After getting his MBA from NYU in 1978, he worked on the enormously successful advertising campaign for Absolut Vodka. Since 2009 he’s taught CAS freshmen that “by learning how companies and places become brands, students can learn how people become brands.”

For his students, “it’s time to start thinking about who you are. My students are very sophisticated. They know how competitive jobs are, so the question is: how do you differentiate yourself?”

How does an individual become a brand? According to Lewis, “By clarifying what are your passions and what is your identity to others, and learning how to present yourself to employers.” Put another way, “a brand is what they say about you when you’re not in the room!”

To use Jennifer as an example, “Scottish dancing requires special dance steps, special shoes, special costumes; they have world-wide competitions, like figure skating.” In Lewis’s analysis, “it shows that she put in a lot of work, focus, dedication, practice, reliability, all things that employers value.”

How does a recent graduate get a job? Some students think connections are enough. That is why Lewis invites high ranking professionals to his class. One CEO, Lewis asserts, “receives 500 applications for one internship program! And many of the applicants claim to ‘know’ someone, like one of the CEO’s employees or clients. That’s not enough to make you standout.”

Lewis urges students to focus on a frequently overlooked avenue: cover letters. In his words, “that’s your chance to be yourself, to be creative, not simply ‘delivering’ the employer to the resume. You can have some fun there, get the person excited about your resume.”

As a parent of three college graduates, Lewis knows a large part of his book’s audience will be parents. “Parents want to motivate and steer their kids but kids don’t want to be motivated and steered by their parents. My book is a way for parents to discuss the content without being ‘pushy.’” Aware of the risk of “sounding like an adult who pretends he understands the younger generation,” he hired two students from last fall’s freshmen seminar to, among other things, “proofread the book and let me know if anything rang false to people of their generation.”

One thing however is timeless. “My book is ‘work’—there are no shortcuts! Even if you don’t know what you want to do, work very hard to get there!” 🍀
Yassas! Greetings from Greece!

This summer, 20 students from NYU took part in the College of Arts and Science (CAS) Summer in Athens program led by Professor Liana Theodoratou. A host of co-curricular events and group excursions complement the coursework and utilize Athens and other areas of Greece as a living classroom. Students learned about the archaeological ruins at Mycenae in the Peloponnese and a few days later stood in front of the Lion Gate, considering the importance of that structure to the History of Art, as well as the ancient civilization that built it. They discussed Greek tragedies, such as *Oedipus Rex*, and visited the ancient theater of Epidaurus to experience outdoor theatre firsthand much as ancient Greeks did millennia ago.

As the Associate Director of CAS Summer and Study Abroad, I had the pleasure to visit the group in July. One thing that struck me was how quickly students embraced Greek culture, language and the Kolonaki neighborhood where they live and study during their six weeks in the city. Not only were students immersed in their studies, they were conversing with locals in cafes while sipping the ubiquitous summer beverage, freddo cappuccino. Within days of arrival, they were exploring the Parthenon and Hadrian’s Arch and ordering souvlaki like pros . . . in Greek!

As with other programs offered by CAS Summer Abroad, academics form the core of Summer in Athens. Classes are offered in *Modern Greek*, the *Archaeology of Greece*, *Greek Drama*, and an overarching course, *The City of Athens*, which asks students to navigate the city’s history through its art, music, and architecture. These are great opportunities for students to explore different disciplines, get ahead on language study, enhance a resume, or even accelerate degree completion. These types of unique experiences deepen understanding of concepts that students first encounter in the traditional classroom. What could be a better way to spend the summer months! If you’d like to explore Summer in Athens and other CAS Summer Abroad programs, check out: [www.nyu.edu/summer/abroad.cas](http://www.nyu.edu/summer/abroad.cas).
Fall 2014 marks the third year of the College Cohort Program, a four year program designed to help students’ transition and build community at CAS. The program will continue working with the inaugural cohorts while merging them into a collective junior year cohort that includes junior transfers and transitioning students. We are excited to see the Cohort community grow!

In the third year of the Cohorts, students will have the ability to author their own experience by taking part in the Junior Leadership Board (JLB). This Board will collaborate with Student Council to create events that connect the junior class to CAS faculty and alumni, as well as career and post-graduate opportunities.

In addition, the Cohorts is partnering with CAS Alumni Relations and the Wasserman Center to present a series of events targeted at CAS upperclassmen. Events will include alumni networking mixers and speaker engagements, the “Preparing for Graduate School” series, and the “What’s Next” series—a series that connects students to professionals, career and academic options within their majors.

All of the junior year excitement will begin with the Junior/Senior Kickoff event on September 15, from 3:00-5:00 PM in Hemmerdinger Hall, located in the Silver Center. Students will be able to interact with peers, engage various office representatives, and voice their vision for the junior year.

Do you have an interest in Digital Video Production, Publishing, Translating, or Public Relations and Marketing?

Have you ever wanted to work with leaders and innovators in their fields and industries?

The Professional Edge certificate program may be just what you’re looking for!

VISIT: cas.nyu.edu/page/ug.ProfessionalEdge
The Scholars Lecture Series is designed to encourage and promote the exchange of ideas among our faculty and students in the College of Arts and Science. All lectures take place in the Irving H. Jurow Lecture Hall, 101A Silver Center, at 5:00 PM.

**Social Marginality and the Camera: The Case of Migrant Roma in Italy**  
Monday, September 29  
David Forgacs, Professor of Italian Studies

**Of Narcos, Indios, and Terrorists: A Racial Geography of the Now**  
Tuesday, October 21  
Maria Josefina Saldana-Portills, Associate Professor of Social and Cultural Analysis

**The Rhythms of Memory**  
Tuesday, October 28  
Lila Davachi, Associate Professor of Psychology and Neural Science

**The Mongol Empire and Why it Matters to Us Today**  
Monday, November 10  
Zvi Ben-Dor Benite, Professor of History and Middle Eastern and Islamic Studies

**The Neural Science and Neural Engineering of Thinking About Moving**  
Wednesday, December 3  
Bijan Pesaran, Associate Professor of Neural Science

**Images of Empire: Austria-Hungary on Display**  
Thursday, January 29  
Alys X. George, Assistant Professor of German

**Families in Politics: Political Dynasties in the Philippines**  
Monday, February 9  
Pablo Querubin, Assistant Professor of Politics and Economics

**America Underwater: Mortgage Debt as a Social Relationship**  
Wednesday, February 25  
Noelle Stout, Assistant Professor of Anthropology

**The Monetary Value of a Human Life**  
Tuesday, March 3  
Michael Ralph, Associate Professor of Social and Cultural Analysis

**American Romanticism and the Life Sciences**  
Monday, March 23  
Jennifer Baker, Associate Professor of English

**Tracking Viral Outbreaks and Epidemics with Genomics**  
Monday, March 30  
Elodie Ghedin, Professor of Biology and Public Health
2014 Golden Dozen Award Winners
Emily Balcetis, Psychology
Vivek Chibber, Sociology
Marcelle Clements, CAS
Claude Desplan, Biology
Juliet Fleming, English
Alys George, German
Maitland Jones, Chemistry
Selin Kalaycioglu, Mathematics
Aisha Khan, Anthropology
Mary Killilea, Biology and Environmental Studies
Jenni Quilter, Expository Writing Program
Noelle Stout, Anthropology

2014 Outstanding Teaching Award Winners
Gizem Acikgoz, Politics
Kurt Hollender, German
Salvador Mascarenhas, Linguistics
Jack Salzman, CAS

Explore the Global Network
University and beyond!

The College of Arts and Science offers 11 intensive summer programs in Accra, Athens, Berlin, Dublin, Florence, London, Madrid, and Paris. Learn from local instructors while exploring a major or elective field.

For details and program information visit:
www.nyu.edu/summer/abroad/cas
DURF 2014-2015 Deadlines

The Dean’s Undergraduate Research Fund (DURF) was created to assist students in funding research projects. Applicants must be current freshmen, sophomores, juniors, or first-term seniors in the College of Arts and Science. All applications require a project proposal, a proposed budget, and an assessment completed by the mentor. A DURF grant may be used to support the purchase of necessary equipment, travel to conferences or collections, computer time, or any other reasonable and justified expense (including money to replace necessary income from a summer job). DURF grants may be expended during the fall, spring, or summer terms.

Fall 2014
Student Applications Due: November 7, 2014
Mentor Assessments Due: November 14, 2014
Committee Application Review Meetings for all disciplines (Humanities, Social Science, and Natural Science) will be held in the third week of November 2014

Winter 2015
Student Applications Due: February 13, 2015
Mentor Assessments Due: February 20, 2015
Committee Application Review Meetings for all disciplines (Humanities, Social Science, and Natural Science) will be held in the fourth week of February 2015.

Spring 2015
Student Applications Due: April 3, 2014
Mentor Assessments Due: April 10, 2014
Committee Application Review Meetings for all disciplines (Humanities, Social Science, and Natural Science) will be held in the third week of April 2015.

For more information visit: www.nyu.edu/cas/DURF
For questions contact Kaitlin Blakemore at kb1606@nyu.edu or 212.992.7973.
Speaking Freely is available to all NYU undergraduate and graduate students and staff free of charge. The 75-minute language coaching sessions meet once a week for approximately ten weeks each semester at various locations on campus. Speaking Freely is a fun way to gain an introduction to a language, and also improve your language skills if you already have the basics. The sessions emphasize conversational knowledge, learning practical words and phrases you might use when traveling or studying abroad, as well as vocabulary related to various aspects of art, history, and culture.

The Fall 2014 session of Speaking Freely will begin the week of the September 15th and run for 10 weeks. The session will conclude the week of November 17th. Some of the languages we will offer this Fall include Mandarin, Czech, Cantonese, Hindi, Korean, Arabic, Swahili, English, Spanish, Modern Greek, French, Russian, and Hebrew. Visit: http://speakingfreely.cas.nyu.edu

learning a language is your passport to the world
The Alumni Relations Office and the College Alumni Association are thrilled to welcome the class of 2018 to NYU! The CAA represents more than 70,000 graduates of Washington Square College, University College, the School of Engineering, and the present-day College of Arts and Science.

This year’s NYU Alumni Day will take place on November 8, 2014. Save the date and join us for the CAS Dean’s Luncheon. In addition to the CAS Dean’s Luncheon, we will be hosting The Science of Taste, featuring Rachel Meyer, a plant evolutionary biologist and postdoctoral fellow in the Purugganan Lab at NYU.

A great way to hear about some of the phenomenal projects our alumni, students and faculty are working on is to subscribe to the NYU Arts and Science Alumni Blog: www.nyualumniblog.com. If you know of alumni, faculty or students who have a story that would make for an interesting blog feature, please feel free to contact us by email us at cas.alumni@nyu.edu.

The NYU CAS Alumni Association Facebook page and NYU CAS Alumni Linkedin Group are also wonderful resources for those alumni looking to network and engage in conversations with each other and with the alumni office. Follow us on Twitter (@artsandscience) and Instagram (nyuartsandscience).

Arts and Science Alumni Relations Staff
We are always looking for alumni, student or faculty interest stories as well as guest bloggers for the NYU Arts and Science Alumni Blog. If your department has events that you would like us to promote, please notify us at (212) 998-6880 or cas.alumni@nyu.edu.

Ann Marie Ladisa (Steinhardt '89), Senior Director of Alumni Relations
Evan Nisenson (Steinhardt '03, Gallatin ‘14), Assistant Director of Alumni Relations
Max Kubert (SCPS '14), Administrative Aide

This office is responsible for all alumni efforts on behalf of the College of Arts and Science, Liberal Studies and the Graduate School of Arts and Science.
Monday, September 1  
Labor Day (NYU holiday)

Tuesday, September 2  
Fall classes begin

Monday, September 15  
Last day to add a class; waitlists expire

Monday, September 22  
Last day to drop a class without a “W”

Monday, October 6  
Last day to elect or revoke Pass/Fail option

Monday, October 13 and Tuesday, October 14  
No classes scheduled (Fall Break)

Monday, November 3  
Last day to Withdraw from a course with a “W”

Mid-November (dates TBA)  
Registration for Spring 2015 courses begins

Thursday, November 27–Friday, November 28  
Thanksgiving Recess

Wednesday, December 10  
Legislative Day (all classes meet on Monday Schedule)

Friday, December 12  
Last day of classes

Monday, December 15–Friday, December 19  
Examination period