

Report of the Austin W. Marx School of Public and International Affairs to the Baruch College General Faculty October 24, 2019

Enrollment Report

The Austin W. Marx School of Public and International Affairs began the Fall 2019 semester with a total of 752 graduate students enrolled. This includes 515 MPA students (combining our traditional and Executive program), 116 MIA (Master of International Affairs) students and 121 MEd students (Higher Education Administration). Makeup of our Fall enrolled students are as follows. 7% Out of State Students, 7% International students, 67.5% Female students, 31.5% Male students, 73% Part-time students, 27% full time students.

We are proud to announce that 66 fellowships and scholarships were granted to new incoming students in the form of Marx Fellows, Marx Excellence Award, Marx Scholarship Award, Hagedorn Scholar Award, Mayor's Graduate Scholarship Program, Mary and Abraham D. Beame Award, and Hearst Fellowship in Nonprofit Management Award totaling over \$250,000.

School News and Updates

Marx offers a formal warm welcome to Dr. Patria de Lancer Julnes who recently began her role as Associate Dean of Academic Programs this summer. Dr. de Lancer Julnes is an internationally recognized expert in performance measurement, accountability, government corruption, and citizen-driven governance. One of her goals in assuming her role at the Marx School will be to grow the undergraduate Bachelor of Science in Public Affairs (BSPA) program. Curricular development is also a high priority. She will take a deep look at the Marx School's offerings; speak with faculty, students, and alumni; and review trends in higher education in her initial assessment. Dr. de Lancer Julnes sees being involved in international higher education as a form of "soft diplomacy" that builds capacity while increasing understanding of people and cultures. This globally-focused environment as well as the Marx faculty's work, recognition, and commitment to the mission and vision of the Marx School were key selling points that led her to accept the offer to become Associate Dean of Academic Programs.

Marx is co-hosting and organizing the **Trans-Atlantic Dialogue Conference this month**. The focus of the event is **"Restoring the Administrative State: Trust, Engagement, Security and Identity."** Scholars from Europe and North America will help organize and participate in the three day conference.

Since this last spring, Marx has organized 10+ public events including Marx Issues Public Policy Breakfast series, Ackerman Lectures, and a new lectures series focusing on Western Hemispheric Affairs and Global Insight organized by Marx Endowed Chair Professor Desmond Arias. Addressing pressing issues in domestic and foreign affairs, the series is almost always recorded, aired on CUNY-TV, and archived in the College's DML.

Overview of Curriculum Review. This year the OAP will undertake the review of the shared core and the rest of the MPA curriculum in collaboration with faculty representatives as well as

students, alumni, staff and other stakeholders. The work of the review committee will commence this fall with the goal of presenting a proposal for faculty approval by the end of the academic year.

Faculty Director Initiative. This academic year we implemented a new approach to program management and leadership. We have appointed faculty directors to each degree (MPA, MIA, MSed-HEA, BSPA) to serve as the intellectual leaders and faces of their programs.

New Associate Dean Initiatives. New initiatives include: reorganization of OAP to strengthen overall academic advising and undergraduate recruitment; pursuing programmatic strategies at the local and international levels to increase the number of majors in the BSPA program.

Faculty and Student News

Professors Robert C. Smith and Don Waisanen Collaborate on Immigration and Strategic Public Health Communication

<https://www.routledge.com/Immigration-and-Strategic-Public-Health-Communication-Lessons-from-the/Smith-Waisanen-Yrizar-Barbosa/p/book/9780367277659>

Austin W. Marxe faculty members Robert Courtney Smith and Don J. Waisanen recently authored *Immigration and Strategic Public Health Communication*, a book that engages a key question facing governments and similar institutions in countries of immigration or emigration: how should these governments and institutions communicate with immigrants so that they will listen to and act on their messages? Robert Smith is a professor in the Marxe School and the Sociology Department of The CUNY Graduate Center. He wrote *Mexican New York: Transnational Worlds of New Immigrants*, which won the 2008 Distinguished Book Award from the American Sociological Association and five other prizes. Don Waisanen is an associate professor in the Marxe School where he teaches courses and workshops in public communication. His recent book, *Political Conversion: Personal Transformation as Strategic Public Communication*, seeks to understand how communication promotes or hinders the force of citizens' voices.

Immigration and Strategic Health Communication can be purchased here:

<https://www.routledge.com/Immigration-and-Strategic-Public-Health-Communication-Lessons-from-the/Smith-Waisanen-Yrizar-Barbosa/p/book/9780367277659>

National Academy of Public Administration Welcomes **Associate Dean of Academic Programs, Patria de Lancer Julnes** into 2019 Class of Academy Fellows

<https://baruch.cuny.edu/mspia/documents/NAPAFellows2019pr.091619.pdf>

Patria de Lancer Julnes, associate dean of academic programs at Baruch College's Austin W. Marxe School of Public and International Affairs, was elected to the National Academy of Public Administration for inclusion in its 2019 Class of Academy Fellows, in recognition of her years of public administration service and expertise. Dr. Patria de Lancer Julnes is an internationally recognized scholar in performance measurement, government capacity building, and citizen-driven governance. She brings more than two decades of experience to the public

administration field and has held senior academic appointments at institutions across the country. “It is an honor and a privilege to be among such a distinguished group of public administration scholars, practitioners, and visionaries,” said Dr. de Lancer Julnes. “I look forward to working with other NAPA Fellows to find workable solutions to the most vexing public administration issues of our time.”

Associate Professor, Cristina Balboa Publishes *The Paradox of Scale* (MIT Press) on NGOs and Environmental Governance. Why do nongovernmental organizations face difficulty creating lasting change? How can they be more effective? In this book, Cristina Balboa examines NGO authority, capacity, and accountability to propose that a “paradox of scale” is a primary barrier to NGO effectiveness. This paradox—when what gives an NGO authority on one scale also weakens its authority on another scale—helps explain how NGOs can be seen as an authority on particular causes on a global scale, but then fail to effect change at the local level. Drawing on case studies of transnational conservation organizations in Southeast Asia and the Pacific, *The Paradox of Scale* explores how NGOs build, maintain, and lose authority over time.

Yelky Perez (BSPA '12), Raises Nearly \$10K for Incoming First-Generation Law Students to Buy Books <https://www.nj.com/essex/2019/09/first-generation-law-students-couldnt-afford-books-so-classmate-raised-10k-to-help.html>

Marxe Bachelor of Science in Public Affairs alumna, Yelky Perez ('12) has raised nearly \$10K via a book scholarship for first-generation students at Rutgers Law School. She accomplished this by putting aside about \$400 each (about the price of her first round of book buying) from her first two paychecks and spreading the word through her law firm. Attorneys at the firm supported her vision and helped raise nearly \$10K to purchase gift cards, each worth \$350. Yelky's goal was to pay it forward to new immigrants who come here to have a better life and make a difference, and to honor the help she received when she came to the country at 13 years of age and an undocumented immigrant.

Three Marxe Graduate Students Chosen for John D. Solomon Fellowship
<https://www1.nyc.gov/site/em/about/meet-fellows.page>

The John D. Solomon Fellowship for Public Service is the first student fellowship with New York City devoted to emergency management. The program is sponsored by NYC Emergency Management and provides 10 graduate students with the opportunity to complete a nine-month, paid fellowship in an agency of City government or a nonprofit organization. The Austin W. Marxe School of Public and International Affairs has had three graduate students chosen for this fellowship: Anastacia Pal, who is pursuing her Master of International Affairs and will serve in the NYC Department of Emergency Management's Intergovernmental Affairs unit; Miguel A. Ramirez who is pursuing his Master of Public Administration and will serve in the NYC Department of Environmental Protection; and Alex Wilson who is pursuing his Master of Public Administration and will serve in the NYC Emergency Management Public/Private Initiatives unit.

Global Initiatives @ Marx

Congratulations are in order for more than a dozen students who participated in **Marx Study Away** this past summer to various countries.

Marx is pleased to continue to offer Executive Certificate Non-Degree International Programs through the **Marx Global Leadership Institute**. This summer we hosted a group from Vietnam and delivered programming in China.

Lastly, **Marx** continues to work on dual degree programs, new institutional collaborations and now international internship placements with universities in Amsterdam, Belgium, Chile, Colombia, Germany, China and Vietnam. We will implement our new **Marx International Internship Program** for both UG and G students this spring. The

The Office of Global Initiatives continues to advance partnerships and numbers of students abroad.