



**TO:** The Honorable the Members of the Board of Regents

**FROM:** Elizabeth R. Berlin *Elizabeth R. Berlin*

**SUBJECT:** Permission to Operate in New York State:

- Rutgers, The State University of New Jersey
- Instituto de Estudios Superiores de la Empresa, IESE Business School
- Stanford University
- The Reformed Theological Seminary

**DATE:** August 29, 2019

**AUTHORIZATION(S):** *Mary Ellen Elin*

### SUMMARY

#### Issue for Decision (Consent Agenda)

Should the Board of Regents renew permission to operate in New York State for the following out-of-state higher education institutions?

1. Rutgers, The State University of New Jersey (Rutgers), renewal of permission to operate in New York to offer a Master of Arts degree program in Political Science – Concentration in United Nations Studies.
2. Instituto de Estudios Superiores de la Empresa, IESE Business School (IESE), renewal of permission to operate in New York to offer selected modules from three of its Master of Business Administration programs.
3. Stanford University (Stanford), renewal of permission to operate in New York to offer a program studying the artistic, architectural, institutional, and cultural life of New York City, and amendment of this permission to include courses in business, media, finance, and global issues.
4. The Reformed Theological Seminary (RTS), renewal of permission to operate in New York to offer part of its Master of Arts in Biblical Studies degree program.

## **Reason(s) for Consideration**

Required by State statute and State regulation.

## **Proposed Handling**

The question will come before the full Board at its September 2019 meeting, where it will be voted on and action taken.

## **Procedural History**

On September 16, 2014 Rutgers, IESE, Stanford, and RTS were granted initial permission to operate with a physical presence in New York State for a period of five years, ending on September 30, 2019.

## **Background Information**

Education Law §224(1)(a) and §3.56 of the Regents Rules prohibit any operation by out-of-state higher education institutions in New York without prior permission of the Board. Permission is granted for a five-year period, after which the institution must apply for renewal of permission to operate and seek approval of the Board.

Rutgers is a large public university with its main campus in New Brunswick, New Jersey. The institution is accredited by the Middle States Commission on Higher Education. Rutgers currently offers a Master of Arts (MA) degree program in Political Science with a concentration in United Nations Studies in New York City. This MA program is a liberal arts degree that is intended to provide students and professionals with an opportunity to study the United Nations and global public policy within an interdisciplinary perspective. Rutgers offers classes for this degree program on the Marymount Manhattan College campus via video wall technology, allowing students to attend the same classes at the same time as students on the New Brunswick campus.

IESE, a school of the University of Navarra (Spain), has its primary campuses in Barcelona and Madrid. IESE offers MBA and Ph.D. degree programs in Management as well as an executive education program. IESE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the European Quality Improvement System (EQUIS), and the Association of MBAs (AMBA). IESE currently offers selected modules from three MBA programs at its New York City location: the full-time MBA program, the Executive MBA program, and the Global Executive MBA program. The degree awarded for each of these programs is an MBA from IESE Business School Spain. IESE does not currently, nor does it plan to, offer any degree program in its entirety in New York.

Stanford is approved to offer a program studying the artistic, architectural, institutional, and cultural life of New York City. The "Stanford in New York City" program is open exclusively to undergraduates enrolled at Stanford. The program is offered during three academic quarters each year and does not culminate in a separate degree of its

own. Stanford students are placed in a 4-day, 32-hour internship. In addition, they enroll in three or four classes at Stanford's center at 21<sup>st</sup> and Broadway in Manhattan. This coursework includes an internship seminar and two to three electives in art, architecture, design, or urban studies. During the initial approval period, the program has added coursework in business, media, finance, and global issues. The institution seeks to amend its approval to include courses in these areas.

The Reformed Theological Seminary (RTS), a graduate theological institution based in Jackson, Mississippi, offers part of its Master of Arts in Biblical Studies (MABS) degree program in New York City. RTS is accredited by the Southern Association of Colleges and Schools – Commission on Colleges. The goal of RTS NYC is to train leaders for ministry in the global city, especially New York City. The MABS curriculum is a 66-credit hour degree program, and RTS offers 32 credits from this program on site at 1166 Avenue of the Americas in Manhattan.

Additional information about each application for renewal of permission to operate is provided in the attachment to this item.

### **Related Regents Items**

[September 2014](http://www.regents.nysed.gov/common/regents/files/914brca3.pdf) (<http://www.regents.nysed.gov/common/regents/files/914brca3.pdf>)

### **Recommendation**

VOTED: That the Board of Regents renew Rutgers – The State University of New Jersey's permission to operate in New York to offer a Master of Arts (MA) degree program in Political Science – Concentration in United Nations Studies, for a five-year period beginning on October 1, 2019 and ending on September 30, 2024.

VOTED: That the Board of Regents renew IESE Business School's permission to operate in New York to offer selected modules from three of its Master of Business Administration (MBA) programs. This approval will be effective for a five-year period beginning on October 1, 2019 and ending on September 30, 2024.

VOTED: That the Board of Regents renew and amend Stanford University's permission to operate in New York to offer a "Stanford in New York City" program, comprising of an internship and courses related to the artistic, architectural, and cultural life in New York City, as well as coursework in business, media, finance, and global issues. This approval will be effective for a five-year period beginning on October 1, 2019 and ending on September 30, 2024.

VOTED: That the Board of Regents renew the Reformed Theological Seminary's permission to operate in New York to offer part (up to 49 percent) of its Master of Arts in Biblical Studies degree program in New York City. This approval will be effective for a five-year period beginning on October 1, 2019 and ending on September 30, 2024.

### **Timetable for Implementation**

Subsequent renewals of this permission to operate, if sought, will be subject to the terms of Section 3.56 of the Rules of the Board of Regents. If these institutions seek to renew their permission to operate after their current term, they must notify the Department no later than September 30, 2023.

## **Information in Support of Recommendation**

### **Rutgers, The State University of New Jersey**

Rutgers offers a Master of Arts in Political Science – United Nations and Global Policy Studies (UNMA) simultaneously on the main Rutgers campus in New Brunswick, NJ and on the Marymount Manhattan College (MMC) campus in New York via video wall technology. The UNMA is a liberal arts degree that is intended to provide students and professionals with an opportunity to study the United Nations and global public policy within an interdisciplinary perspective. The goal of the proposed program is to enable students to become active researchers and practitioners in a rapidly expanding field of knowledge. The curriculum is designed to provide students with qualitative and quantitative analytical skills and with the hands-on management expertise required by leaders in the major fields of Political Science, Global Public Policy, and United Nations Studies. The program requires 36 credits (12 courses), 33 of which may be completed at the MMC location. The remaining three credits are taught via online distance education.

Offering classes at MMC allows students who reside or work in New York City to enroll in classes offered in the evenings, Monday through Thursday, and on Saturday via the video walls that connect MMC and Hickman Hall on Rutgers' campus in New Brunswick. Rutgers does not separately track students who attend the UNMA program in New York, as students may attend class in either location throughout the program. This allows an individual student to attend class in whichever location is more convenient at any given time.

Rutgers reports 51 graduates of the UNMA program since it began in 2014. A total of 70 students enrolled in the UNMA program in the 2018-2019 academic year, many of whom attended classes at the MMC location. Over the next five years, the program is expected to have approximately 50-56 students enrolled in any given year.

### **Instituto de Estudios Superiores de la Empresa, IESE Business School**

IESE, founded in 1958 in Barcelona, Spain, is the graduate business school of the University of Navarra. The school offers an MBA, an Executive MBA, a Global Executive MBA, and a Ph.D., as well as executive education programs. IESE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the European Quality Improvement System (EQUIS), and the Association of MBA (AMBA).

At its New York City location, IESE offers selected modules from three MBA programs: the full-time MBA program, the Executive MBA program, and the Global Executive MBA program. The degree awarded for each of these programs is an MBA from IESE Business School Spain. IESE does not currently, nor does it plan to, offer any degree program in its entirety in New York.

The full-time MBA is a 19-month program offered at IESE's main campus in Barcelona. Students have the option in the second year to attend one of four overseas modules in New York, Brazil, Shanghai or Nairobi. The modules offer credit-bearing courses with local relevance taken while experiencing a new culture and business climate

through company visits, industry speakers, and social activities. The New York module covers Wall Street, value investing, personal investing, global marketing, disruptive business models related to information technology, media businesses, and general management, with some variation in which of these topics is offered each year. There are typically 50-70 students present each week, with 60-90 unique participants over the two weeks. Participants are all full-time MBA students, matriculated in Barcelona, who have completed their first year of study.

The full-time MBA program was initially approved to operate a summer term of nine weeks. The currently offered module is designed as two weeks long as part of an overall program decision to make it more consistent with international modules offered in other locations. However, it remains an optional, for-credit, experiential module with the same general content, purpose, student population, and faculty as it would have under the 9-week format. The full-time MBA has served 397 students since its approval in 2014 and all 397 have been awarded a degree. This program is expected to serve approximately 75 students per year over the next 5 years.

The 18-month Executive MBA (EMBA) is a part-time program for high-potential managers and entrepreneurs with approximately 10 years of work experience. The program is currently offered at the Barcelona, Madrid, and São Paulo campuses and this year will start in Munich. Formats are weekly or bi-weekly, Friday & Saturday. Each program has three one-week residential modules, at least one of which has to be taken abroad in Shanghai, New York, Nairobi, or São Paolo. Students from all campuses mix in these international residential modules.

The week-long New York module offers courses on Capital Markets & Wall Street, and Innovation & Entrepreneurship, usually taught to two simultaneous cohorts in parallel for a total of up to 120 students at a time. Faculty typically are those from IESE's main campus with U.S. experience or North American adjuncts who were formerly a resident on IESE's Barcelona campus. The New York EMBA module was held in 2014-15 as an optional, non-credit experiential week, offered once that year. The EMBA program was subsequently modified to make student attendance in an international module mandatory, and the New York module was redesigned with greater academic content and made to be credit bearing. While the prior format heavily incorporated industry speakers and trips to corporate sites, IESE's own faculty now teach most of the sessions with selected corporate guest lecturers and site visits.

EMBA students who attend the New York module are all matriculated in programs run locally at IESE's other four campuses. Given that many of these students choose New York to fulfill one of their required residential weeks, the module is repeated in New York two or three times per academic year with total attendance between 200 and 250. Since IESE was granted permission to operate in 2014, 990 students have attended the EMBA modules in New York, and all 990 have been awarded a degree.

The Global Executive MBA (GEMBA) is a 16-month program for international managers with 10+ years of experience delivered in a career-compatible format accessible to students independent of their location. Based out of the Barcelona campus, it consists of six two-week residential modules in Barcelona, New York, Munich,

Shanghai, and Silicon Valley, and three one-week modules, two for electives and one for program closing. In-person instruction is combined with pre- and post-module online activity. The goal of the program is similar to that of a standard MBA, but it is tailored to students with more work experience and proven managerial capabilities, and it has a greater emphasis on international management, understanding of cultures, and operating in global markets.

Since 2014, the GEMBA program has served 265 students with 45 to 60 students per class. This program is expected to enroll approximately 55 new students per year, with a total enrollment of approximately 110 at any one time during the next five years. At present two of the two-week residential modules and one of the six one-week elective offerings are scheduled at IESE's New York campus for a total presence of five weeks. The GEMBA program may offer an additional two-week module in New York, for a total presence of up to seven weeks.

All New York modules from the three MBA programs are offered at IESE's 25,000 square foot site on 57th Street in Manhattan. The institution has outfitted it for executive education with two, 60-person amphitheater-style classrooms, seven team break-out rooms, a multi-purpose event space, and offices for staff. A virtual private network provides the same web-based services and electronic access to library holdings that students receive on the main Barcelona campus. While most of IESE's faculty is based in Barcelona and Madrid, on average 15-20 percent of their teaching occurs at IESE locations around the globe. The faculty for the New York modules largely travel from Spain to teach. IESE in New York now has three full-time resident faculty, an increase from the single faculty member permanently present in 2014.

## **Stanford University**

Stanford has been in existence since 1891 and is regarded as one of the world's largest teaching and research institutions. The university is accredited by the Accrediting Commission of Senior Colleges and Universities of the Western Association of Schools and Colleges, a recognized regional accrediting body. As a part of its strategic goals for undergraduate education, Stanford University seeks to foster connections between the education its students receive in the classroom and the world in which they live, and to develop their capacity for adaptive learning. In addition, Stanford University seeks to involve its students more actively in the arts as an integral part of their undergraduate experience. Stanford in New York City (SNYC) is one means of accomplishing these aims.

SNYC offers Stanford students a unique opportunity to spend an academic quarter (fall, winter, or spring) studying and interning in New York City. Students work at their internship sites four days per week and take three or four classes at SNYC's center at 21<sup>st</sup> and Broadway. The coursework includes an internship seminar and two to three electives in art, architecture, design, or urban studies. During the initial approval period, the program has added coursework in business, media, finance, and global issues. The institution seeks to amend its approval to include courses in these areas.

The program hosts one faculty-in-residence from Stanford each quarter and typically hires four local instructors per quarter. The internship seminar is taught by the program director, who has a Ph.D. in Folklore and Folklife, as well as a background in experiential learning.

SNYC enrolls approximately 20 students per quarter for a total of 60 per academic year. Since initial approval in 2014, 174 students have participated in the program. It is open only to undergraduate students enrolled at Stanford and is not available as a stand-alone program to students not enrolled at Stanford. Students earn 12 to 20 quarter credits, which are applied to the 180 quarter credits required to earn a bachelor's degree from Stanford. Students can come from any academic major.

### **Reformed Theological Seminary**

The Reformed Theological Seminary (RTS) is a theological institute with its main campus in Jackson, Mississippi. RTS also offers degree programs at its locations in Charlotte, North Carolina; Orlando, Florida; Atlanta, Georgia; Washington, D.C.; Houston, Texas; and Dallas, Texas. The institution engages in online education through its Global Campus. RTS is accredited by the Southern Association of Colleges and Schools – Commission on Colleges (SACS-COC), a recognized regional accrediting body.

The purpose of RTS is to serve the church in all branches of evangelical Christianity, especially the Presbyterian and Reformed family, by preparing its leaders, with a priority on pastors, and including missionaries, educators, counselors, and others through a program of theological education on the graduate level. Within this larger purpose of the institution, the goal of the New York program specifically is to train leaders for ministry in the global city, especially New York City. RTS offers 32 credits from the 66-credit Master of Arts in Biblical Studies (MABS) degree residually in New York City. Courses are taught face-to-face or through videoconference technology with faculty at other campuses. Students complete the remainder of the degree through online distance education.

Since 2015, the MABS program has enrolled 18-25 new students per year from a diverse Christian traditions and ethnic backgrounds. These students have come from every borough except Staten Island. Of the 12 graduates of the New York program, 11 are employed in vocational ministry in NYC or in positions they procured based on their MABS credential. The 12<sup>th</sup> graduate is employed full time in computer programming and in the process of pursuing ordination in his denomination in NYC.

All students enrolled at the New York location during the 2017-2018 academic year have either graduated or remained enrolled in the program as of the submission of the renewal application in the spring of 2019. Over the next five-year term, RTS expects to enroll approximately 24 new students each year, gradually increasing total enrollment to about 111 new and continuing students by the fifth year.