



TO: The Honorable the Members of the Board of Regents

FROM: John L. D'Agati 

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: September 8, 2014

AUTHORIZATION(S):


SUMMARY

Issue for Decision (Consent Agenda)

Should the Board of Regents grant the following out of state higher education institutions permission to operate in NYS?

1. Rutgers, The State University of New Jersey (Rutgers), permission to operate in New York to offer a Master of Arts (MA) degree program in Political Science – Concentration in United Nations Studies.
2. Instituto de Estudios Superiores de la Empresa (IESE Business School), permission to operate in New York to offer selected modules from three of its Master of Business Administration (MBA) programs.
3. Stanford University, permission to operate in New York to offer a program studying the artistic, architectural, institutional, and cultural life of New York City.
4. The Reformed Theological Seminary, permission to operate in New York to offer part of its Master of Arts (Biblical Studies) (MABS) 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 2014 meeting, where it will be voted on and action taken.

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.

Rutgers proposes to offer a Master of Arts (MA) degree program in Political Science, with a concentration in United Nations Studies, in New York City. The degree awarded for this program would be an MA from Rutgers. The proposed MA Program in Political Science – Concentration in United Nations Studies 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 University indicates that the two year (four semester) program of study would provide students with the skills needed to better comprehend the rapid changes currently taking place in the global arena, politically, economically, socially and culturally.

IESE Business School (IESE), a school of the University of Navarra (Spain) has its primary campuses in Barcelona and Madrid. IESE offers MBA and PhD. degree programs in Management as well as an executive education program and 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 proposes to offer 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. Under this proposal, no degree program would be offered in its entirety in New York.

Stanford University (CA) proposes to offer a program studying the artistic, architectural, institutional, and cultural life of New York City. The proposed “Stanford in New York City” (SNYC) program is intended exclusively for undergraduates enrolled at Stanford. The program will not culminate in a separate degree of its own. Stanford students will be placed in a full-time, 35-hour internship in the arts, design, urban planning, or governmental organization aligned to their interests. In addition, they will enroll in 15-18 units of coursework. This coursework will include an internship seminar and two to three electives in art, architecture, design, or urban studies.

The Reformed Theological Seminary (RTS), a graduate theological institution based in Charlotte, North Carolina, proposes to offer part of its Master of Arts (Biblical Studies) (MABS) degree program in New York City. RTS is accredited by the Southern Association of Colleges and Schools – Commission on Colleges (SACS-COC). The MABS curriculum is a 66 credit hour degree program which integrates biblical, historical,

and theological studies with cultural and social concerns, with an emphasis on biblical studies. RTS proposes to offer up to 49 percent of this program on site at Redeemer Presbyterian Church, in New York, NY.

For each application for permission to operate in NYS, the Department conducts a review process consistent with the regulatory standards for program registration in NYS. The academic review looks at the educational quality of the proposed offering. The planning review looks at the need for the offering, potential students to be served, faculty, facilities, unique features and employment and future education for program graduates. The Department also conducts a canvass of degree-granting institutions in the region for comments and advice on the need and demand for the proposed offerings and their potential effect on other institutions. Additional information about each application for permission to operate is provided in the attachment to this item.

Recommendation

VOTED: That the Board of Regents grant permission to Rutgers, The State University of New Jersey, 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 September 16, 2014, and ending on September 30, 2019.

VOTED: That the Board of Regents grant permission to IESE Business School 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 September 16, 2014, and ending on September 30, 2019.

VOTED: That the Board of Regents grant permission to Stanford University to operate in New York to offer a “Stanford in New York City” program, comprising of an internship and 15 to 18 academic credits studying the artistic, architectural, and cultural life in New York City. This approval will be effective for a five-year period beginning on September 16, 2014, and ending on September 30, 2019.

VOTED: That the Board of Regents grant permission to the Reformed Theological Seminary 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 September 16, 2014, and ending on September 30, 2019.

Attachment

Information in Support of Recommendation

Rutgers, The State University of New Jersey

Rutgers has applied for permission to offer a Master of Arts (MA) degree program in Political Science, with a concentration in United Nations Studies, in New York City. The degree awarded for this program would be an MA from Rutgers.

The proposed MA Program in Political Science – Concentration in United Nations Studies 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 University indicates that the two year (four semester) program of study would provide students with the skills needed to better comprehend the rapid changes currently taking place in the global arena, politically, economically, socially and culturally.

The curriculum of the proposed program 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 proposed program of study requires 36 credits (12 courses) and a practicum (for diplomats only).

Students will be required to take two introductory courses (*An Introduction to the United Nations: Theories, Institutions, Processes and Policies* and *Theory and Method in the Study of Global Affairs*), four introductory electives, four advanced electives, and two required exit level seminars (*Capstone Seminar I & II in United Nations Studies*). Diplomats will also be required to take the *Practicum in United Nations Studies: Formulating UN Resolutions and Strategies for Achieving Implementation*, which is a three credit course.

Faculty and Students

All applicants must have completed a Bachelor's degree from an accredited college or university in the United States or a comparable institution in another country. Application materials include: a personal statement specifying the student's past experiences; reasons for applying and areas of interest; a résumé listing academic background, work experience, honors, and affiliations with professional organizations; papers presented at conferences; published work; evidence of English language ability; two letters of recommendation; an official transcript from each postsecondary institution attended (a minimum Grade Point Average of 3.0 on a 4.0 scale, or B average equivalency, are required); and an interview with the Program Director.

The University has designated 16 faculty for the proposed program, 13 of whom have PhD. degrees, three of whom have law degrees (one who has both a PhD. and law degree), and one who has a MA degree. These faculty include: an award-winning attorney and legal scholar who specializes in the human rights and the study of refugees following civil strife, with law degrees from two major universities; a distinguished ambassador and PhD. in history who has written extensively on Middle East politics; two faculty members who are specialists in international women's leadership and political participation; a former director of the UN University Office and specialist in the institutions and processes of the UN and international law; three internationally known specialists in theories of democratic transitions; two specialists in the study of genocide; two faculty members who specialize in conflict resolution and management; a faculty member with expertise in the study of ethnic conflict; a faculty member who specializes in the study of and termination of civil wars; a specialist in the study of international political economic and the application of game theory to international organizations; a specialist in theories of the causes of war; a faculty member who specializes in human rights and the treatment of prisoners of war; and a faculty member who specializes in the study of international institutions.

Facilities

Classes in the proposed program will be offered on the campus of Marymount Manhattan College. Marymount has offered to provide space for one to five classes per day depending on program needs, and mini-bus transport for students from the UN to the College at 221 E. & First Street.

Students will have full access to the Rutgers University Libraries, and may access books and articles directly or through Internet access; and to a Political Science and history bibliographer, who will serve as online/Skype program Librarian. The program bibliographer has a PhD. in library sciences. In addition, due to a memorandum of agreement with Marymount Manhattan College, students will have access to that College's library and extensive databases, as well as having borrowing privileges at that library.

Need for Program and Further Education/Employment for Program Graduates

The University has indicated that there is a demonstrable need for the proposed program. UN diplomats and agency personnel have indicated a strong interest in the proposed MA Program in Political Science – Concentration in United Nations Studies. The proposed program aims to help broaden their knowledge of global affairs, and enable them to more effectively participate in UN conferences, development projects and political initiatives. It will also assist them in obtaining salary increases and, for diplomats, preferential posting rights.

The University has indicated that the market for the proposed program is very large. Diplomats at the 193 UN legations rotate every four years. The UN is home to dozens of research and policy-making agencies, and employs a large number of professionals in the Security Council, General Assembly, and Economic and Social Council (ECOSOC). The UN market alone will more than cover the projected 120

students per year for Academic Year 2014-2015 and the anticipated increase in its fifth year to 180 students (Academic Year 2018-2019).

It is anticipated that program graduates will benefit from new employment opportunities at the UN and in the global economy. Other students may decide to continue in the Rutgers University Department of Political Science's Graduate Program or the Division of Global Affairs to obtain a PhD. degree. The proposed program, if approved, is intended to provide a large number of UN personnel with a Rutgers University MA degree in Political Science with a concentration in United Nations Studies.

The proposed MA program is also intended to serve as a complement to professional degrees in fields of law, social work, gender studies, public health, labor studies and international relations. With the increased emphasis on global finance and economics, public health, climate change, energy, and sustainable development, the MA in Political Science – Concentration in United Nations Studies is intended to fill the growing demand for experts who possess the theoretical and applied knowledge required to address these issues. The proposed MA program emphasizes global and multicultural approaches to the study of these issues.

Consistent with its planning process, in June 2014, the Department conducted a canvass of all degree-granting institutions of higher education in the New York City region. The Department received responses from three institutions; there were no objections.

Instituto de Estudios Superiores de la Empresa (IESE Business School)

IESE Business School (IESE), a school of the University of Navarra (Spain) that has its primary campuses in Barcelona and Madrid, offers MBA and PhD. degree programs in Management 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).

IESE's global presence, developed over the last 54 years, includes 14 associated schools in Latin America, Africa and Asia. In support of providing a global experience, the institution has initiated operations in Munich, Sao Paulo, and New York City to offer participants in its Barcelona and Madrid-based MBA programs the option to take at least one program module in an international location. As a result, IESE seeks permission to operate in New York at its facilities at 165 West 57th Street in New York City.

At its New York City location, IESE proposes to offer 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. Under this proposal, no degree program would be offered in its entirety in New York.

The goal of the full-time MBA is to prepare professionals to become competent business managers with a comprehensive view of management, a global mindset, a firm grasp of the ethical aspects of managerial decision-making, and a concept of leadership focused on service to others. This two year, Barcelona-based program would provide students the opportunity to complete one, optional nine-week summer module at the New York City location. This module, which would be available only to students enrolled in the Barcelona program, would amount to about 7.5 semester hours out of the program's 60 semester hours. Module courses would cover location-relevant topics such as finance and Wall Street operations, approaches to investing, evolving dynamics of technology and media businesses, and global management. Courses may be supplemented by independent research projects, field visits, and guest lectures. IESE estimates this module would serve 45-50 students at the start, with up to 55 expected by the fifth year.

The School designed the Global Executive MBA for international managers with 10+ years of professional experience. Its learning goals are similar to those of the full-time MBA, but with greater emphasis on international management, operations in global markets, and cultural awareness. Content is tailored to executives who can apply lessons learned immediately. The School offers the program in a bi-monthly format in two-week residential modules over a period of 16 months to accommodate students' work commitments. Instruction is delivered in-person during the residential modules. These modules are followed by a month-long period of online work composed of written assignments and asynchronous discussions. Most of the modules occur in Barcelona, but there are also modules in other IESE locations. At the start, IESE would offer one required and one elective module in New York. Together, those modules would amount to about 9 semester hours out of the program's 48 semester hours. IESE may eventually offer up to four modules (or slightly less than half of the program) in New York. The institution estimates 35 program students would participate in the New York modules in year one, rising to 60 by year five.

The Executive MBA (EMBA) is a 19-month program aimed at professionals with at least seven years of work experience who seek to enhance their global business acumen and managerial skills without interrupting their careers. The program has cohorts in Madrid, Barcelona and Sao Paulo, and each would have access to optional, non-credit modules in New York City. It is typically delivered weekly on a half-Friday and Saturday schedule. During the New York module, students attend classes from IESE professors and presentations by industry professionals. The program would serve about 30 students in the first year and as many as 60 students by year five.

Faculty and Students

The potential population of New York module attendees is limited to students enrolled in the MBA programs in Barcelona, Madrid and Sao Paulo; the New York modules would not be available to any other student population. The full-time MBA program student population is approximately 280 students a year. The Global Executive MBA contains 40 to 80 students. The Executive MBA numbers about 250 students and its participants are largely local to the cities where the program is offered, i.e., Barcelona, Madrid, and Sao Paulo.

Applicants for the full-time MBA are required to take the GMAT and, if English is not their native language, the TOEFL. The average GMAT score has remained around 670-680. In addition to satisfying other admission parameters, applicants to the Global Executive and Executive MBA programs are expected to have at least several years of relevant, professional experience.

The curriculum centers on the case method, and IESE emphasizes high-contact, in-person education. Nearly all faculty hold PhD degrees in relevant subject areas and are full-time to IESE. 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 travels from Spain to teach. At this stage, IESE has one senior faculty member resident in New York acting as Academic Director. The number of New York based faculty members may grow to one per academic department in the course of the next five years. In addition, the School engages a few adjunct faculty from surrounding universities and industry guests; the non-credit modules for the Executive MBA, with its heavier emphasis on the New York experience, use a larger number of these local industry speakers and adjuncts.

Facilities

IESE has leased a 25,000 square foot site on 57th Street in Manhattan. The School 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.

Need and Unique Features

Distinguishing features of IESE are its expertise in global business, its commitment to executive education as a core activity, its practitioner-relevant focus in teaching and research, and its emphasis on the ethical and human dimension of business. Given the need for close integration of the New York modules into the MBA programs, the programs are specifically designed for IESE students and cannot be substituted by any extant program in New York. The New York activity supports an internal need of IESE and is not designed to address State shortage areas.

Employment/Further Education for Programs Graduates

IESE's full-time MBA students have excellent employment prospects, as evidenced by the School's position in rankings (such as those of the Economist) that weigh this factor heavily. The MBA Career Services Department works from Barcelona but places students globally. Participants in the executive MBA programs have career planning workshops, but typically these students are employed while they take the program. As a result, job placement is not a primary consideration in the design and delivery of the executive programs. Nor are these programs intended as direct preparation for further graduate education; they focus on the development of currently employed managers.

Consistent with its master planning process, the Department conducted a canvass of all degree-granting institutions in the New York City region. The Department received responses from four institutions. All respondents stated that the proposed activity would have little or no effect on their institutions. One institution, Fordham University, indicated that it was not objecting to the permission to operate proposal from IESE as it would be available only to students already enrolled in IESE in Barcelona, Madrid and Sao Paolo. However, Fordham did indicate that it would object to any future proposal from IESE to offer a full MBA degree program in New York as unnecessary and duplicative of programs already offered by Fordham.

Stanford University, Stanford in NYC

Stanford University, Stanford, California, has been in existence since 1891 and is regarded as one of the world's largest teaching and research institutions. Stanford 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 will offer Stanford students a unique opportunity to spend an academic quarter studying the artistic, architectural, institutional, and cultural life of New York City. The offering is designed specifically for students enrolled at Stanford University concentrating in urban studies, and therefore will not compete with existing schools within the region. Students will be placed in a full-time, 35-hour internship in the arts, design, urban planning, or governmental organization aligned to their interests. In addition, they will enroll in 15-18 units of coursework. This coursework will include an internship seminar and two to three electives in art, architecture, design, or urban studies. The electives will be taught by a Stanford University faculty member in residence and carefully selected local adjuncts/experts. Stanford University considers this a pilot program which will be limited to 20 students per academic quarter.

Consistent with its master planning process, the Department conducted a canvass of all degree-granting institutions in the New York City region. The Department received responses from six institutions. Five of the six respondents commented the activity would have little or no effect on their institutions. One institution requested more information from Stanford University for the purposes of learning more about the proposal and for suggesting some possible opportunities for collaboration. Stanford provided more information directly to the institution. No objections or problems were noted.

Reformed Theological Seminary

The Reformed Theological Seminary (RTS) is a theological institute, with campuses in Charlotte, North Carolina, Jackson Mississippi, Orlando Florida, Atlanta Georgia, and Washington D.C. Additionally, RTS has instructional sites in Memphis, Tennessee and Houston, Texas, and engages in online education through its Global Foundation. RTS is accredited by the Southern Association of Colleges and Schools – Commission on Colleges (SACS-COC), a recognized regional accrediting body.

In collaboration with the Redeemer Presbyterian Church, at its proposed location of 150 West 83th Street in New York, NY, RTS proposes to offer up to 32 credits of coursework, which are a part of its 66 credit hour Master of Arts in Biblical Studies (MABS) program. Through this proposal, no degree program would be offered in its entirety in New York. The purpose of the MABS program is to prepare leaders, both in the church and in secular vocations, with an emphasis on biblical studies.

Faculty and Students

RTS projects an enrollment of 10 new students each year, 20 total, in any one year. The prospective student body would consist primarily of graduate students living and ministering in New York City, interested in pursuing some form of Christianity ministry or secular vocation. These students' interests may include urban ministry, urban church planning, global gospel ministry, lay leadership, or further academic study.

RTS policy is for RTS full-time, emeritus, and official adjunct faculty (not guest adjunct faculty) to teach at least 50% of the residential courses. RTS expects 80% of the courses at the proposed NYC site to be taught by professors meeting these criteria.

Facilities

All students at RTS have access to library holdings and various online databases that are shared across all of the campuses in the network through the services of the RTS Global Librarian. These services include distributing books and periodical literature by mail. In addition, New York students will have access to the New York Public Library and the New York State NOVEL program.

Need and Unique Features

RTS reports that their program is unique in that there are no theologically conservative Presbyterian and Reformed graduate theological seminaries in the New York City. In addition, RTS reports being asked by its collaborators, Redeemer Presbyterian Church and Redeemer City to City in New York City to provide this program nearby to their churches.

Consistent with its master planning process, the Department conducted a canvass of all degree-granting institutions in the New York City region. The Department received responses from three institutions. All respondents stated that the proposed activity would have little or no effect on their institutions.