June 24, 2014

Dear Alumni,

I am delighted to announce that on June 11, 2014, the University Trustees voted to approve the name change of the School to the NYU School of Professional Studies. This will take effect on September 1, 2014.

The name change coincides with the celebration of our 80th anniversary and comes at a time when the School is experiencing a transformation in the education it offers and in the markets it serves. The new name more clearly defines our mission and provides a critical opportunity for us to position ourselves for success in the continually evolving higher education marketplace—here in the United States and abroad.

Over the summer months, we will work to roll out dynamic new public relations and advertising campaigns that will serve to not only announce the name change, but to build greater brand equity and to establish our unique identity in the public eye. These campaigns will launch in early fall.

I am very pleased to share this news with you. It is an important step in positioning the School for growth and expansion, which adds even greater value and depth to your educational credentials.

Sincerely,

Dennis Di Lorenzo
Dean,