Greetings from Park Avenue!

As the summer winds down in New York City, a new semester is just getting started on campus. The class of 2017 joined the Villanova community last week, and will be enjoying the newly transformed campus. For those of you who have not been back to Villanova recently, I encourage you to make the trip and see the beautiful renovated campus! Whether you come down for a football game or a tour of campus, there are many new things to see. Of course there are also plenty of Villanova activities to participate in, right here in New York City.

Please see the upcoming events below and make sure to buy your tickets for Villanova at the US Open -- ticket sales end today!

I am thrilled to welcome Amanda Palmer as the newest member of the New York Advancement team. She joined Villanova in July and looks forward to getting to know the Villanova community in New York and the Tri-State. Hopefully you will have an opportunity to meet her at future regional events and programs.

With warm regards,

DONOR SPOTLIGHT: Arthur Metzler ’86

Arthur Metzler ’86 is a wonderful example of a donor and volunteer who is very passionate about his alma mater. Though Arthur is many miles away from campus, his dedication and support of Villanova is clear. Arthur has annually supported Villanova, and recently he established the Arthur Metzler, P.E. ’86 Endowed Engineering Entrepreneurship Fund. This will support the creation of a student innovation fund for students enrolled in the Engineering Entrepreneurship minor. Arthur’s gift will provide the resources for students to develop a proof of concept or prototype for an innovative idea, product or service. Arthur has also visited campus to speak with the students in the Engineering Entrepreneurship minor to share his story of how he became a successful entrepreneur.

As Villanova prepares to launch our comprehensive campaign, Arthur will be assisting the University in New York City by serving on the Campaign Committee. Arthur’s continued support of his alma mater truly exemplifies how an alumnus can remain actively involved with Villanova and its expanding community. Arthur shared, “I consider myself very fortunate to be able to give back, given the overall Villanova experience played such a pivotal role in shaping my value system. I am very grateful to all those at Villanova who assisted me along the way, and I am happy to be able to help others who have a desire for...
Villanova School of Business Specialty Rankings

The Villanova School of Business (VSB) earned placement in a number of categories in Bloomberg Businessweek's "Best Undergraduate Business Schools by Specialty 2013," including a #3 ranking for internships.

As part of the annual Best Undergraduate Business Schools ranking - in which VSB placed #15 in the nation - Bloomberg Businessweek released specialty rankings that are based on the responses to an online survey completed by undergraduate business students from the graduating class of 2013. Highlights of VSB's performance in the just-released specialty rankings include:

#3 in Internships
#10 in Macroeconomics
#11 in International Business
#12 in Finance
#15 in Microeconomics

To read the full release, click here.
Villanova Corporate Alumni Partners (VCAP)

This past year, the New York Development Office and the Corporations & Foundation Relations team worked closely with alumni and parent volunteers to execute VCAP events for Villanovans at six financial firms throughout Manhattan. The VCAPs, or Villanova Corporate Alumni Partners events, are great opportunities for alumni and parents at firms to connect with one another and to receive updates from members of Villanova leadership. I'd like to personally thank our hosts from this past year, who have been true supporters of Villanova.

- Citibank hosted by Jerry Schretter ’86
- Morgan Stanley hosted by Shelia Klehm ’83 and Jim Cowan ’89
- Credit Suisse hosted by George Coleman ’78
- JP Morgan Chase hosted by Catherine Keating, Board of Trustee’s Chair
- Bank of America Merrill Lynch hosted by Bill Donnell ’77 - featured a full day of events with programs for students as well as a young alumni happy hour after formal reception
- Barclays reception hosted by parent Gerard LaRocca ’14

Visit Villanova From the Comfort of Your Home!

We are very pleased to announce the official launch of Villanova’s new Virtual Visit, which can be accessed at virtualvisit.villanova.edu. This virtual experience is an exciting new tool for prospective Villanova students and their families. It gives us a way to tell the Villanova story in a very real way, rooted in the words of our students, faculty and staff.

This Virtual Visit contains videos about Villanova’s community, academics, programs, commitment to service, athletics and alumni base. It also features more than 500 video interviews with students and faculty, a photorealistic campus map and a GPS-enabled walking tour of the University.

So take a "walk" around campus from the comfort of your Tri-State home or office; you may even find something new!
There's an "Ad" for That: A Student's Adventure in Using Social Media to land a Summer Internship

Over spring break in March, freshman Nicolette Weinbaum ‘16 LAS began thinking about how she wanted to spend her summer. The challenge for first-year students like Nicolette is that most companies often prefer to allocate prized internship opportunities to upperclassmen.

Determined to overcome this hurdle, Nicolette decided that the best course of action was to tap into the Nova Network - the fiercely-loyal and wide-ranging Villanova alumni network. She had met Villanova alumni at various events, and always came away impressed with how passionate they were about the University and helping fellow Villanovans. But how could she connect with this network in the most effective way possible?

Then it came to her. As a savvy user of social media, Nicolette thought: "Why not create a LinkedIn ad campaign about my search for an internship?" To say that Nicolette’s idea was successful is an understatement. Click here to read about how Nicolette turned her $200 “advertising” budget into +120,000 views on the site, multiple job opportunities and a video blog with LinkedIn!