

Fall 2016

Greetings, NKU MPA alumni and friends. I want to highlight a few

are excited to report that this Fall brought **one of the largest groups of new MPA students** to our program. We know that many of them

Secondly, I want to invite you to the **MPA Fall Reception on November 3**, which will feature a conversation about the challenges and succes

friends, meet new ones, and hopefully learn something along the way.

few minutes to complete [our online](#)

MPA Diversity Scholarship awarded

Mayra F. Guzman Orozco has been selected as the first recipient of the MPA Diversity Scholarship. This \$1,000 scholarship will be offered each fall to new MPA students with a demonstrated commitment to enhancing the understanding and appreciation of diverse populations.

Mayra currently serves as the Community Liaison and Interpreter for Covington Independent Public Schools (CIPS). In this role, she enhances communication among Latino families, CIPS administration, and the Covington community.

Beyond her "day job," Mayra volunteers as a professional mentor for NKU's Latino Mentor Program. In addition, she has decided to help establish a nonprofit that will serve as a resource bank for Latino families and organizations in Northern Kentucky. Toward this goal, Mayra is working with Amanda Donelan, who is an MPA student and a Covington Police Captain.

MPA in the News

Emergency Management Certificate

Our new Emergency Management graduate certificate has been featured in a number of media outlets including *The River City News*, WCPO and *The Lane Report*. Thanks to MPA alum1mo20.57 Tm0n

City of Park Hills. And it sounds as if the students responded with great passion, professionalism, knowledge, and skills.

The following is an excerpt from a message written by the CYC's Donor and Volunteer Relations Manager, who worked with one of the four student groups (pictured above): "Thank you. I want to say it a

Faculty Features

Dr. Olberding Publishes New Book

Dr. Julie Olberding has finished a book called *Social Enterprise and Special Events*, which will be published in November by Routledge. She co-authored some chapters with NKU MPA alumni and students, including Liz Englehardt, Katie Dillon and Kyle Dorriere.

The book focuses on modern events or which are often organized across the nonprofit, public and private sectors. Nonprofit organizations tend to create and manage events, and private businesses often contribute financial support and technical expertise. Depending on the event type and size, a local government may provide the venue and public safety services, including police and fire.

The book examines these mission-driven events through the lens of social enterprise, which has been defined as a venture that advances a social mission using business methods or market-based approaches. For special events, these approaches can include market research, brand development, cause marketing, gamification, liquidity, cash management, and clustering. The book also incorporates concepts important in the nonprofit and public sectors

Dr. Tom Lambert resigned from NKU to serve as Chair and Professor of Business Administration at [Simmons College of Kentucky](#), which is a small faith-based college in Louisville. Dr. Lambert is also teaching classes in the University of Louisville's College of Business for the coming year. We wish him the best with these endeavors.



Inclusion.

Kay Vonderschmidt (MPA 2006) is the new Corporate Emergency Management Consultant at TriHealth. Kay continues to serve as a part-time faculty member in the MPA program, teaching our Emergency Management class (PAD 682).

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