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FOR IMMEDIATE RELEASE

Entrepreneur and Princeton SciTech Founder Norton Garfinkle Invests in Macaulay Students

New Partnership Will Teach Students How to Use Data to Solve Real World Problems

For Immediate Release – Norton Garfinkle, the founder of Princeton SciTech, which specializes in helping to grow new Internet-based technology companies, has generously donated \$100,000 to lay the groundwork for a new partnership that will teach CUNY students how to use big data to solve real-world problems. Specifically, students at Macaulay Honors College, the College of Staten Island (CSI) and the CUNY Graduate School of Journalism will learn how to mine the trove of big data worldwide to illuminate trends, make predictions and solve issues that confront society locally and globally. All students, in collaboration with faculty members with expertise in data scraping and big data analysis, will test hypotheses, analyze data, research and incorporate additional relevant data, and develop and communicate a fact-based, research-tested narrative.

The project is designed to capitalize on the experiential learning philosophy of Macaulay Honors College. It will also be fueled by the High Performance Computing Center at the College of Staten Island, which will provide some of the technological foundation to support the project. In addition, the CUNY Graduate School of Journalism's course, an introduction to data science with a focus on data analytics and visualization, will strengthen students' understanding and use of the growing relevance of aggregated data in decision-making, presenting news and telling public stories.

"In making this project possible, Norton Garfinkle is engaging students in a critical public service, said Macaulay Dean Ann Kirschner. "Few people know how to comprehensively analyze the vast stores of aggregated information that government, business, and civil society need to learn how to use judiciously and strategically. Through Mr. Garfinkle's generosity, our students will now gain the knowledge needed to become part of a critical talent pool of the 21st century."

Central to this partnership will be a semester-long course designed to provide insight into the entrepreneurial aspects of science and technology. Macaulay students across the city will participate in complex hands-on projects, and meet leaders in the field as part of a high-level Norton Garfinkle Seminar speaker series. In June in the first credited course, taught through the CUNY School of Journalism, students will be analyzing real world data from the UN's Office for the Coordination of Humanitarian Action.

About Macaulay Honors College

Macaulay Honors College at The City University of New York offers exceptional students a uniquely personalized education with access to the vast resources of the nation's largest urban university and the largest city, New York City. Selected for their top high school records and leadership potential, Macaulay students receive a full tuition scholarship, a laptop and technology support, and an Opportunities Fund to pursue global learning and service opportunities. Macaulay students enroll in one of eight CUNY senior colleges: Baruch, Brooklyn, City, Hunter, John Jay, Lehman, and Queens Colleges and the College of Staten Island. For more information, see macaulay.cuny.edu.

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