



Gratz Insider, October 2014 - Story Continuation

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Gratz College Welcomes Our New Dean

Guzofsky's long career in education administration has been shaped largely by her business-oriented approach. She has worked in private enterprise and earned a certificate in business administration from the Wharton School in an accelerated program for Ph.D. graduates. Applying this background to her career in academia, she has identified new trends in the educational marketplace, forged strategic partnerships and developed innovative modes of programming and delivery. As a result, she has not only contributed to the academic success, but also to the fiscal health, of the colleges and universities she has served.

Simply put, Guzofsky explains, "I have been entrepreneurial in an academic setting."

Before coming to Gratz, Guzofsky served as interim executive director of the Drexel University Goodwin College of Professional Studies. Through her effective use of strategic partnerships and educational technology, she led the Goodwin College in successfully marketing and delivering its educational offerings. In fact, during her six years at Drexel, Guzofsky not only developed and launched many new programs, but also significantly increased enrollment in existing ones.

Prior to Drexel, Guzofsky was director of professional programs and summer sessions at the University of Pennsylvania's College of General Studies, where she launched three new professional master's degree programs. During the preceding 12 years, Guzofsky worked at Moore College of Art & Design, rising from tutorial coordinator to dean of the Center for Professional Development and Education. During her tenure, she established the continuing education program at Moore. As dean, she was responsible for everything, from program development and expansion to marketing, fundraising, budgeting and strategic planning.

Given Guzofsky's background, President Joy Goldstein says, "I know that Rosalie will be a wonderful addition to the Gratz team. With her impressive experience in

academic administration and program development, she will surely help move Gratz College to the next level."

In addition, Guzofsky has a personal and scholarly interest in Jewish education. Although she earned her Ph.D. from the University of Pennsylvania in Romance languages, she specialized in Sephardic folklore and literature. As a result, she hopes to expand Gratz's course offerings to include programs in Sephardic studies.

While working on her doctoral dissertation, Guzofsky made recordings of Jews from northern Morocco singing centuries-old Sephardic ballads, which had been passed down through generations. She made these recordings not only for academic purposes, but also out of a personal need to safeguard Jewish cultural life. Having lost virtually all of her maternal relatives in the Holocaust, Guzofsky is fervently committed to the preservation of Jewish culture.

Reflecting on her new position at Gratz College, Guzofsky says, "My personal and professional passions, which have existed very separately in my life, can finally come together at Gratz."

For those interested in contacting Dr. Guzofsky, her email address is rguzofsky@gratz.edu.