

News Release

The Steven L. Newman Real Estate Institute

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Newman Institute Launches New Web Site

Many Benefits Predicted

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A total redesign of the Newman Real Estate Institute's [web site](#) has produced far more than a more pleasing face to present to the world, says Jack S. Nyman, the Institute's Director. The site has been designed to deliver much greater functionality than the old site could. Launched today, the site was created under Nyman's direction, and with extensive input by Institute staff, all working in collaboration with [Search Marketing Group](#), a leading search engine optimization firm.

The Institute's Associate Director for Real Estate Education Programs, Elizabeth Obih-Frank, predicts that the new site will boost the Institute's ability to attract and serve students. "The web pages devoted to professional education are carefully designed to optimize our exposure to our target market," she explains. That broad market includes real estate professionals who want to take continuing education courses; students who want to acquire non-degree certificates – in real estate, construction management, facilities management, and sustainability; students who want to take individual courses; and companies and agencies that seek courses custom-tailored to their needs and delivered at their workplaces.

On the new web site, visitors can far more easily survey course offerings and register for them. And, Obih-Frank says, "The site will enable us to introduce online courses that will benefit students who can't easily travel to a classroom."

On the Institute's research and publishing fronts, Associate Director for Research & Grants Emily Grace points out that the Institute now relies heavily on electronic publishing to disseminate its research products. "The new site will attract much more traffic to online research reports and papers," she predicts, "making those products useful to a far wider universe of researchers, students, and policy makers."

The site should bolster fundraising efforts, too, she suggests: "It offers potential funding sources a more comprehensive, integrated view of the Institute's broad range of activities, and a better appreciation of their value."

Another major benefit of the search engine optimization features is the ability to alert a wider audience to the Institute's public events, which convene experts who share knowledge and insights on a broad range of cutting-edge topics. Nyman observes that the Institute's popular [Sustainability Shoptalk](#) series could run for years to come. Online documentation of a steadily growing body of Shoptalk topics itself constitutes a valuable compendium of sustainability concerns, he says, and the list of speakers is a glittering *Who's Who* of top experts in the field. Complete video of most of the Institute's public events is available on

Baruch's [Digital Media Library](#), to which the new site links. Eventually, podcasts and photos from each public event will be added to the web site, too.

The site is the latest addition to the Baruch College family of sites, and it offers numerous advantages. Patrick Ackerman, Director of Web Services at Baruch's Computing & Technology Center, says that not only is the new site fully compliant with New York Accessibility Guidelines, it is optimized to provide high level search results via the various search engines. Also, the site is easier to navigate and contains far more content than its predecessor, and the mechanisms are in place to allow content to be frequently updated.

Taking a long view, Nyman explains that the site is conceived of as "a virtual meeting ground for our expanding community." But, he reflects, while digital communication tools have much to offer, "they can't replace the opportunities for personal engagement and networking afforded by classroom settings and public events." Nor can they substitute "for the personal relationships we establish with our students, instructors, and researchers, and with the people who rely on our public events to stay current in their fields." The Institute will retain its traditional focus on building personal relationships while expanding its digital capabilities, he insists. "Launching our new web site launches an exciting new era for the Institute, one in which the synergies between the digital and physical realms can significantly expand our ability to be of service. Feedback from visitors to our web site can help us achieve this goal. We welcome it!"

The Steven L. Newman Real Estate Institute addresses issues important to the real estate industry and public policy, through interdisciplinary applied research and public events. It also offers non-degree courses in real estate.