NYU in Brooklyn

As Brooklyn evolves into a powerful driver of New York’s innovation economy, NYU is helping cement its position as a global leader in academics and technology. That’s good for everyone—from greentech companies in Gowanus to college hopefuls in Canarsie.

Academic Programs with an Economic Impact

Situated together in Downtown Brooklyn, NYU’s technological initiatives will train students to develop their potential and help new businesses set down strong local roots.

• The NYU Polytechnic School of Engineering, ranked among the nation’s foremost engineering programs for salary potential and ROI, named the #2 non-HBCU school for minorities by Diverse Issues in Higher Education, and designated a Best Northeastern College by the Princeton Review.

• CUSP, the Center for Urban Science & Progress, a world leader in the burgeoning field of urban informatics.

• NYU’s business incubators, a lightning rod for the best ideas and brightest individuals in the tech world.

• NYU’s Media & Games Network (MAGNET) bridges the gap between technology and culture with research and teaching in both game design and digital media design.

The Economics of Research:

NYU will strengthen Downtown Brooklyn’s position as the epicenter of the city’s science and tech ecosystem. Brooklyn’s Tech Triangle will become a focal point for STEM training, wireless research, game development, clean technology, and more. Research funding will allow the best ideas for urban progress to find their footing in Brooklyn, the laboratory for—and beneficiary of—our data-driven achievements.

Co-locating these programs sets the stage for powerful collaboration between innovators. That means better resources for students, more diverse community programs, stronger incentives to attract investors, and more power to help new businesses flourish.
How Does This Benefit Brooklyn?

**Economic Generators**

- CUSP and NYU Engineering will orient the world marketplace for urban informatics on Brooklyn—targeting an industry estimated to exceed **$100 billion in the near term**.

- NYU’s incubators are a magnet for the best and brightest in the tech community. They give rise to **successful new companies**, and attract global attention with research developments and events like the World Science Festival and the Northside Start-Up Campus.

- The NYC Economic Development Corporation estimates that CUSP alone may generate over **$5.5 billion** in overall economic impact over the next three decades—including 900 permanent jobs and 200 spinoff companies.

- NYU School of Engineering incubator companies have raised **over $60 million** in new capital from venture and angel funds as well as other investors. More than 900 new jobs have been created by businesses that have come through NYU incubators.

**Active Community Partners**

- The NYU School of Engineering’s Center for K12 STEM Education (Science, Technology, Engineering, and Math) partners with 17 Central Brooklyn schools and approximately 40 teachers. It has mentored and educated **more than 1,500 K-12 students** through its GK-12 fellows program over the last five years.

- The NYU School of Engineering is the **only New York City partner** of FIRST (For Inspiration and Recognition of Science and Technology) and a supporter of many local schools’ year-round robotics programs.

- The NYU School of Engineering offers a variety of programs to **train high school teachers** from the New York Metropolitan area, including Research Experience for Teachers programs funded by the National Science Foundation.

- Currently, 190 NYU students provide **30,000 hours of tutoring** a year in reading and math in 16 Brooklyn public schools through its America Reads/America Counts program.
Breathing New Life into 370 Jay Street

NYU is working with the City of New York to redevelop the long-empty building at 370 Jay Street. The renovation reflects NYU’s approach to growing in Brooklyn – we are developing infrastructure that fits into the fabric of the neighborhood and programs that benefit the borough, the city, and the region.

Why Renovate?

Centralizing our science, technology, education, and startup programs will create new opportunities for engineers, innovators, and entrepreneurs. This means far-reaching, more powerful solutions to the challenges facing our societies and cities.

The Renovation Plan

In a five-year process involving approvals from the Public Design Commission, NYU is creating space for academic programs, student life and services centers, business incubators, and administrative offices. Construction is expected to begin in 2015 and complete by 2017.

• Three entire floors will be dedicated for CUSP, NYU’s internationally renowned urban data research center.
• Our thriving business incubators, currently spread throughout the city, will be co-located in spaces designed to fit the specific needs of their programs.
• Below, 14,000 square feet of ground floor commercial space will help revitalize the building’s iconic arcade and surrounding streetscape.

Sustainable Site Strategies

Putting 370 Jay Back to Work for Brooklyn

The renovation will create a powerful training ground for generations of game-changing engineers, innovators, and entrepreneurs. As their research catalyzes local economic growth and attracts investment, NYU will work closely with community partners to make sure that these achievements benefit the borough’s larger educational and economic landscape.
More than 15,000 NYU students engage in community service every year, providing some 1.4 million hours of service annually. That’s the equivalent of 700 full-time personnel dedicated to serving the community. NYU is proud to serve NYC alongside community partners as a private university in the public service. Proudly in service to Brooklyn.