

**New School marketing and  
promotional materials, 1939-2016  
NS.05.08.01**

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This finding aid was produced using the Archivists' Toolkit

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Describing Archives: A Content Standard

New School Collections

November 16, 2016

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## Collection Overview

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<b>Repository</b>	New School Collections
<b>Creator</b>	New School (New York, N.Y.). New School Archives and Special Collections.
<b>Creator</b>	New School (New York, N.Y.).
<b>Title</b>	New School marketing and promotional materials

<b>Date [inclusive]</b>	1939-2016
<b>Extent</b>	7.7 linear ft: 7 boxes
<b>Language of Materials</b>	English
<b>Summary</b>	Printed publicity materials including but not limited to mailers, viewbooks, pamphlets, and postcards generally advertising The New School, or a particular course or program of study.

### Preferred Citation note

[Identification of item], [date (if known)], New School marketing and promotional materials, NS.05.08.01, box \_\_, folder \_\_, New School Archives, The New School, New York, New York.

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## Historical Note

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The New School for Social Research (NSSR) was founded in 1919 as an institution of higher education devoted to adult learning. In 1943, NSSR was divided into two schools, the School of Politics, and the School of Liberal Arts and Philosophy. At this time, in response to the needs of returning veterans wishing to take advantage of the GI Bill, the school began a program called Senior Year at the New School. Geared toward adults who had previously completed some coursework, the program offered undergraduate credits for some courses and awarded bachelors' degrees. However, the majority of students continued to take non-credit courses.

In 1933, the New School for Social Research established the Graduate Faculty of Political and Social Science. Also known as the "University in Exile," the division was founded in order to host German and other European scholars who left their countries of origin to escape political and racial persecution. The Board of Regents of the State of New York granted a provisional charter in 1934, allowing the Graduate Faculty to confer Master of Social Science and Doctor of Social Science degrees. This was the first time the New School for Social Research offered credit to students in any of its programs. In 2005, the Graduate Faculty changed its name to The New School for Social Research, reclaiming the founding name of the entire institution which had been dropped eight years before.

Although The New School offered some undergraduate credits beginning in the 1940s, the first full-time day program was established in 1972. Called the Freshman Year Program, it initially focused on college-level courses for high school students or recent high school graduates who would then matriculate

elsewhere. The program expanded as the Seminar College in 1977 and further grew in 1985 with a large donation and new name, Eugene Lang College.

In 1997, the New School for Social Research was officially renamed New School University. The founding division, still devoted to adult education, was given the general name The New School, now comprising one of seven divisions of New School University. In 2005, the school underwent another series of name changes, which led to the overarching organization being called The New School, while the adult education program was named The New School for General Studies. This name was changed in 2011, when the adult education program was called The New School for Public Engagement and combined with the Milano School of International Affairs, Management, and Urban Policy, which until that time had been a separate division.

*Names with multiple uses:*

**The New School** 1919-1964: a shortened version of the New School for Social Research 1962-2004: a division of the New School for Social Research focused on adult education 2005-present: a multi-part institution of higher education consisting of eight divisions

**The New School for Social Research** 1919-1998: an institution devoted to adult higher education that grew to encompass many schools and divisions, some of which offered undergraduate and graduate degrees. 2004: a division of The New School offering graduate degrees in social sciences.

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## Scope and Content of Collection

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The bulk of this collection was published under the direction of various admissions offices and designed by the administrative unit known as Marketing and Communications, previously Communications and External Affairs. Prior to the establishment of a university-wide office responsible for design and marketing activities, individual divisions within the university created their own promotional materials. The function of the materials in the collection was to attract potential students to various programs offered at the university.

The collection does not include bound course catalogs, which will be found in NS.05.01.01, nor does it contain posters advertising the New School. When possible, the New School Archives retains three copies of each item published up to 1970, and two copies of each item published after 1970. As of 2016, the collection consists solely of analog printed records, but digital records may be added to the collection in the future.

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## Organization and Arrangement

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**Arranged in 6 series:**

I [University-wide, 1995-2016](#)

- II [College of Performing Arts, 1939-2016](#)
- III [Eugene Lang College of Liberal Arts, 1985-2010](#)
- IV [The New School for Social Research, 1972-2015](#)
- V [Parsons School of Design, 2012-2015](#)
- VI [Schools of Public Engagement, 1959-2016](#)

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## Administrative Information

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### Publication Information

New School Collections November 16, 2016

### Access Restrictions

Collection is open for research use. Please contact [archivist@newschool.edu](mailto:archivist@newschool.edu) for appointment.

### Use Restrictions

To publish images of material from this collection, permission must be obtained in writing from the New School Archives and Special Collections. Please contact: [archivist@newschool.edu](mailto:archivist@newschool.edu).

### Immediate Source of Acquisition

The staff of the New School Archives and Special Collections assembled this collection from materials periodically transferred to the archives.

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## Related Materials

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The New School Archives maintains a separate collection of marketing and promotional materials produced by and for Parsons School of Design through 2011 (PC.05.03.01). All Parsons School of Design materials published in 2012 or after will be filed in the collection at hand.

Promotional materials dating to approximately the first four decades of the New School's existence will be found in the New School Publicity Office records (NS.03.01.05).

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## Keywords for Searching Related Subjects

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### Corporate Name(s)

- Eugene Lang College.
- Mannes College The New School for Music.

- New School for Jazz and Contemporary Music.
- Parsons School of Design.

### Genre(s)

- Pamphlets.
- Postcards.

### Subject(s)

- Adult education.
- Publicity.
- Universities and colleges -- New York (State) -- New York.

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## Collection Inventory

<b>University-wide 1995-2016</b>		
	Box	Folder
General, 1987, 1995, 2002-2015, undated	1	1-5
Continuing Education, 2010-2016	1	6
Graduate and Professional Studies, after 2008, 2013	1	7
<b>College of Performing Arts 1939-2016</b>		
	Box	Folder
Guitar Study Center, 1991, 1995, after 2005	1	8
Joffrey Ballet School, 1999-2000	1	9
Mannes School of Music, 1939-2016, undated	1	10-12
	2	1-3
	n_9	6
School of Drama, 1997-2011, undated	2	4-6
School of Jazz and Contemporary Music, after 2005-before 2015	2	7-8
<b>Eugene Lang College of Liberal Arts 1985-2010</b>		
General, 1985-2016, undated	3	1-5
	n_9	3
Environmental Studies, after 2005	3	6
<b>The New School for Social Research 1972-2015</b>		
General, 1972-2015	3	7-8
	4	1-7

Center for Public Scholarship, after 2007	4	8
<b>Parsons School of Design 2012-2015</b>		
	<b>Box</b>	<b>Folder</b>
General, circa 2012-2015	5	1-2
Parsons Paris, 2013	5	3
<b>Schools of Public Engagement 1959-2016</b>		
	<b>Box</b>	<b>Folder</b>
Bachelor of Arts Program, 1987-2016	5	4-7
Computer Instruction Center, 1989-1999	5	8
Creative Arts and Health Certificate, 2006, undated	5	9
Creative Writing, 1996-2016	6	1-4
International Culinary Center, 2014	6	5
Jewish Cultural Studies, undated	6	6
Languages (Foreign, MATESOL, ESL), 1965-2015, undated	6	7-9
Media Studies, 2006-2016	6	10-11
Milano and International Affairs, circa 1970s-2015, undated	7	1-6
Photography Program, 1981	7	7
Senior College Program, 1959-1980s	7	8
Summer Intensive Studies, 2006-2007	7	9
Teaching, 1996	7	10