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The title of the journal reflects its origin in the think-tank mission of the Academy of Distinguished Educators at the New York University (NYU) College of Dentistry. (1) The global nature of its outreach is consonant with the NYU Global Network University that is both “in and of the city” and “in and of the world.” (2) In order to promote the free exchange of ideas, *JADE* embraces the open-access model of the Public Library of Science, where authors retain ownership of the copyright for their content, but allow anyone to download, reuse, reprint, modify, distribute, and/or copy the content as long as the original authors and source are cited. (3) As a peer-reviewed journal, *JADE* ascribes to the Uniform Requirements for Manuscripts Submitted to Biomedical Journals of the International Committee of Medical Journal Editors, which state the ethical principles in the conduct and reporting of research and provide recommendations relating to specific elements of editing and writing. (4) And finally, as an online-only publication, *JADE* opts for timeliness, efficiency, and conservation of limited and valued resources.

The journalistic and editorial values of *JADE* are editorial independence, original scholarship, and diverse and provocative viewpoints grounded in strong science. Inspired by Albert Gallatin, the distinguished statesman who served as secretary of the treasury under US Presidents Thomas Jefferson and James Madison and was a founding father of NYU, *JADE* intends to uphold the charge of NYU in establishing “in this immense and fast-growing city...a system of rational and practical education fitting for all and graciously opened to all.” (5)

Further, *JADE* endorses the goals of the NYU Academy of Distinguished Educators to enhance the overall teaching mission of the NYU College of Dentistry and to stimulate excitement among teachers around their intellectual content.

Why Now?

Among the three areas on which faculty performance is traditionally judged—teaching, research, and service—professors place the greatest value on teaching, according to a survey conducted by the Higher Education Research Institute at the University of California at Los Angeles during the 2010-11 academic year. (6) Nonetheless, faculty reported that they receive little support in improving how they teach and spend less time in class than in the past. (6) This is consistent with the view held by academics who educate future health-care providers, where excellence in teaching is central to the mission of dental and medical schools, for example, but is often undervalued and under-supported. (1)

Because of the scope and scale of changes in the present age, *JADE* intends to invite experts in higher education to face off on the thorny issues confronting higher education, even as it endeavors to foster interdisciplinary and interprofessional collaboration. This inaugural issue is a model for the sorts of topics that *JADE* intends to tackle. In his provocative centerpiece article, titled “The Dental Education Bubble: Are We Ready for a LEED-Style Rating?” Charles N. Bertolami uses the LEED rating system as a prototype that, in his own words, “could be adapted to dental education in order to give dental school applicants, faculty members, governmental officials, the media, and the public a more open and honest appraisal of what a given

educational program has to offer and what the educational product is really expected to be.” (7)

In his co-gently argued rejoinder, Allan J. Formicola asserts that the rating system proposed will not improve the profession, because the current accrediting process does take into consideration differences in dental schools’ missions and goals, “but assures that all schools, new and established, meet standards that are accepted by the academy, the practicing community, and the licensing community.” (8)

Finally, Ronald Bayer places his emphasis on “what the state has a duty to do to assure equitable access to healthcare services, to create just healthcare systems, and to secure the social conditions that promote health and limit disease and disability,” and asserts that a core mission of dental education in the United States ought to be understanding the social forces that may foster or impede the path to dental justice. (9)

What’s In a Name?

Even within the NYU Academy of Distinguished Educators, there is controversy regarding its name. Several members respond negatively to a perceived aura of elitism, when the Academy’s goal

is to be a continually evolving, dynamic organization that will eventually include the entire faculty of the NYU College of

Dentistry. (1) So, too, was concern expressed over the title of the journal, especially when the word jade has certain, well, jaded meanings! What fun, then, to discover this hip definition of

“jade” by newyorkgirl1995 in the Urban Dictionary website:

Jade is this awesome amazing girl, whos a awesome friend, as she is always there for her friends, she sticks up for what she believes is right, all the time, shes loyal to who is loyal to her, but will not be walked all over, she trusts until she has a reason not too and beliebes in second chances. Shes a big dreamer and determind to make her dreams reality, shes not afraid to say how she feels, shes very caring, very mad, and just an all-round nice person and friend. (10)

At *JADE*, we intend to dream big dreams, and we are determined to make them a reality. For us, this means creating a forum where educators are free to propose bold theories and are not afraid of encountering opposition. It means

stepping away from the former paradigm of the lecturing method and considering innovative forms of instruction, including addressing complex dental, medical, and social problems as healthcare teams that reflect real-world situations. And it means incorporating interactive technological tools as adjuncts to face-to-face engagement with peers and mentors. Finally, it means acknowledging that not every pedagogical idea is going to motivate students to learn, but that in order to discover the ones that will, it is necessary to explore.

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