President Stan Altman  
Spring 2010  
Presidential Report to the General Faculty

Budget
The fiscal condition of New York State is grim and will create a challenge for The City University of New York. Governor Paterson has proposed cuts to the senior colleges that total $84 million on an academic year basis and the State Senate is requesting an additional $19.3 million in cuts to the CUNY senior colleges for a total of $104 million in cuts.

The greatest challenge we face is providing the same level of student services and educational opportunities to our students. Baruch College will remain loyal to its core mission of academic excellence and a commitment to the students we serve. Members of Cabinet are working hard to identify the core priorities of the College and subsequently the means to preserve them amidst the tumultuous financial times that are before us.

The leadership of this College is committed to preserving the excellence that Baruch has achieved. To accomplish this will require some degree of sacrifice by all of us and some short term approaches that we believe will help us survive the fiscal challenges ahead and emerge able to continue building a great institution and adding to Baruch’s legacy.

The City University of New York is asking all members of the faculty, staff and student body to contact legislators to express support for restoring the proposed cuts to the CUNY budget. Log on to www.supportcuny.org to voice your concerns regarding these proposed cuts.

Renovation of 17 Lex
The renovation of 17 Lex remains a priority one capital project for Baruch College and is on CUNY’s Priority List of capital projects. The project is moving along, the schematic design is almost completed. A construction manager is being hired for the project.

However, the current fiscal climate of New York State will play a significant role in the continuous funding of the renovation. The renovation will be completed in phases. We are optimistic that the first phase will begin in 2011 because CUNY has agreed to use the funds remaining for the current allocation to begin construction on the building’s infrastructure whether or not the additional funds requested are approved.

Bernard M. Baruch Hall of History
The lobby of 151 East 25th Street, the Information and Technology Building, has been designated as a hall of history for Baruch College. On the west wall is a mural featuring a timeline of the evolution of Baruch College, from its beginnings as The Free Academy to today’s vibrant campus, intertwined with the history of New York City. On the east side of the atrium is a mural displaying the Newman Vertical Campus Building with an overlay of the words, "Access, Opportunity, Excellence."
I would like to take the opportunity to thank Dr. Sandra Roff, College Archivist, and Kate Hixon, the consultant and creative designer for bringing this project to life. We hope to add new elements to the “hall of history” in the years to come.

A temporary version of our Donor Board thanking the major donors to Baruch for their continued support is also available for viewing in the lobby of the Information and Technology Building

Commencement
The 45th Commencement Exercises will be held on Wednesday, June 1st, at Madison Square Garden. We will announce the speaker and honorary degree recipients in the upcoming weeks. We have received definitive word from the management at Madison Square Garden that we will in fact be free to utilize the Arena. This is good news as it means that we will have one ceremony and that the entire 2010 class will be together for the conferral of their degrees.

Acting Counsel to the President
I would like to formally introduce Dr. Lenore Kreitman, Acting Counsel to the President. Dr. Kreitman replaces John Dugan who retired at the end of the fall semester. Before coming to Baruch College, Dr. Kreitman was Associate General Counsel at Yeshiva University for eight years. Dr. Kreitman has a J.D. from Columbia University School of Law and a Ph.D. in Romance Languages from University of Pennsylvania. Please join me in welcoming Dr. Kreitman.

Strategic Working Groups
In fall 2009, at the beginning of my tenure as Interim President, I identified three areas of immediate priority for the College: Academic Excellence, Professional and Executive Education and Campus Expansion. Three respective taskforces were charged with researching and discussing each respective focus and proposing to the President ways in which the College can evolve and improve initiatives. The taskforces engaged active participation of members of the Baruch College Fund, faculty and staff.

Here is a brief overview of each committee and what it accomplished:

Academic Excellence, Leadership and Diversity
The Academic Excellence, Leadership and Diversity working group was led by Mr. Lawrence Simon, President of the Baruch College Fund and Dr. Ben Corpus, Vice President for Student Affairs and Enrollment Management.

The focus of this working group is to fulfill the Baruch College ambition through a dramatic increase in academic excellence and the national profile of Baruch College through measurable results. This working group focused not just on academic excellence, but also leadership and diversity.

The College has the dual goal of increasing the academic competitiveness of the freshman class and maintaining its commitment to address the needs of the economically
challenged students of New York City. The working group identified strategies to meet these goals including: increasing scholarships; employing more sophisticated enrollment management strategies; and providing residential life opportunities.

**Professional and Executive Education**
The Professional and Executive Education working group was led by Mr. Lawrence Zicklin, Vice President and Chairman of The Baruch College Fund and Dr. James McCarthy, Provost and Senior Vice President for Academic Affairs.

The focus of this working group is proposing ways to enhance current and develop new executive education programs, both degree-granting programs and professional development programs in New York and globally. The working group identified the need to develop global graduate education. To move forward with this initiative, the College has prepared a Request for Proposals for an International Executive Masters Degree Program.

Next, resources will need to be identified including the procurement of funds and an appropriate space. The working group identified strategies to meet these goals including: designing new programs; navigating CUNY workload and compensation restrictions to allow faculty teaching opportunities in global executive and graduate education; identifying an appropriate space for the related programs; and procuring funds for the operation and maintenance of the programs.

**Campus Expansion**
The Campus Expansion working group was led by Mr. Kevin Boyle, Baruch College Fund Trustee and Mr. Gabriel Eszterhas, Vice President for Administration and Finance.

The focus of this working group is to determine measures to address the problem of insufficient academic space for the student population, as well as the need for residence halls. To move forward with this initiative, the working group identified possible locations for academic and residence hall space. The former site of Cabrini Hospital was under consideration, but the bidding price was too high.

Through a two year lease, the College has secured six full floors in a residence hall, totaling 126 beds, in an 18-story building located in the heart of Manhattan’s historic Lower East Side at 101 Ludlow. Hundreds of applications have been received. The College is currently finalizing a contract and payment processes. We continue to identify buildings for the purpose of purchasing.

**The 21st Annual Bernard M. Baruch Dinner**
The 21st annual Bernard M. Baruch Dinner will be held on April 27, 2010 at Cipriani 42nd Street.

In honor of the 70th anniversary of the first graduating class of women from Baruch, the theme for the Dinner is recognition of the leadership women provide in the real estate industry, an important contributor to the vibrancy of New York City. This year’s
honorees include: Louise M. Sunshine and her daughter Suzanne Sunshine of S. Sunshine & Associates; Baruch alumna, Dolly Lenz, Vice Chairman of Prudential Douglas Elliman; Doris W. Koo, President and CEO of the Enterprise Community Partners Inc. and Sylvia J. Smith, FAIA, Senior Partner at FXFowle Architects.

Dr. Donna Shalala, President of the University of Miami and former Secretary of Health and Human Services under President Bill Clinton and former faculty member at Baruch College will present the Bernard Baruch Medal for Business and Civic Leadership to Louise and Suzanne to recognize their commitment to excellence in the Real Estate field.

Funds raised at the dinner are an important source of unrestricted BCF funds for the College. It is important that we reach our goal of raising $750,000. We need faculty support – please consider coming to the dinner. Deeply discounted tickets are available for faculty and staff. (Please call Brenda Vercesi at extension 6094, to purchase your ticket.)

**Symposium on the Lindsay Years**

On September 29th and 30th of 2010, Baruch College will be hosting a symposium on the legacy administration of New York Mayor John Lindsay. Notably, The Museum of the City of New York, will be housing an exhibit entitled “America’s Mayor: John V. Lindsay and the Reinvention of New York” beginning May 5th through October 5th. More information will be communicated during the upcoming months on this exciting and timely symposium.

**Middle States**

The Baruch College Middle States Steering Committee and Working Groups have worked hard for the past two years to prepare the comprehensive institutional self-study in preparation of the April 11th through 14th Middle States Review Site Visit.

I want to take the opportunity to thank all those who participated in the successful execution of the Self-Study and subsequent Site Visit. A special commendation is given to the members of the Middle States Steering Committee: Co-Chairs: Provost James McCarthy and Professor Terrence F. Martell; Middle States Coordinator, Stanton F. Biddle; Associate Provost Barbara Lawrence; Mary Gorman Hetherington, Chief of Staff; Professor Paula Berggren; Gabriel Eszterhas, Vice President for Administration and Finance; Professor Joseph Onochie; Sharon Ricks, Director of the Center for Academic Advisement; Professor Ann Brandwein; Dean David Birdsell; Professor Cynthia Whittaker; Associate Provost Dennis Slavin; and Professor Valerie Watnick.

I’d also like to thank John Choonoo and Paul Bachler of Institutional Research and Program Assessment for their assistance with vital statistics and data.

Special thanks are also extended to Arthur Downing, Chief Information Officer and BCTC staff members who accommodated the technological needs of the site visit team.
The faculty, staff and students of Baruch College are grateful for your hard work and effort.

**New President**
We welcome incoming Baruch College President Dr. Mitchel Wallerstein to Baruch College. I have been in communication with Dr. Wallerstein, who is excited and ready to provide leadership and have assured him the Baruch College community is ready to assist him in any way possible during his transition.

We thank Dr. Terrence Martell; Dr. Samuel Johnson; Dr. Dahlia Remler; Mr. Lawrence Simon, President of the Baruch College Fund and students Tanvir Hossain and Michael Wursthorn for representing the interests of the faculty, staff, students, and alumni of Baruch College during Baruch College Presidential Search Process.