Baruch College General Faculty Meeting  
October 22, 2009  
Minutes

The meeting was called to order at 12:55pm in the Newman Vertical Campus Building Room 14-220 by President Stan Altman.

I. The following members of the Baruch College faculty and administration were in attendance: (sign in sheets)

II. Approval of the minutes: Minutes of the meeting of March 12, 2009 were approved without alteration.

III. Approval of the Agenda. The Agenda was approved without objection.

IV. Report from the President, Stan Altman.

1. The President discussed the current budget shortfalls, with large deficits forecast for at least two years in the future. The university takes a longer term perspective and is repositioning its finances to deal with decreased state funding. It has funds to draw from and will not suffer significant budget problems for at least two years. Enrollment drives much of our revenue, and has been relatively flat (down 0.5%). We are at or near capacity in classrooms, and options need to be explored to continue growth. New applications numbers are strong.

2. Baruch is working on initiatives to articulate "Who we are, and what we are doing" and expand on our historic mission and strong partnerships with local communities. We are building on Baruch academic excellence and diversity to position us a global university.

3. A Campus Expansion Committee is examining options to consider buying another building and looking for a dorm for students.

4. Ideas are being considered for non-conventional expansion, such as offering more over the web, or efficient use of CUNY TV.

V. Written reports from College Officers were accepted.
   - Ben Corpus announced the hiring of a new Senior Registrar, Ms. Leslie Sutton-Smith
   - Gabriel Eszterhas was introduced as the new Vice President for Administration and Finance.

VI. Student Organizations presented their reports.
   Student organizations are actively working with the student review committee, and expressed an intent on participating in more international competitions.
VII. Nominations put forth and approved
Jerry Mitchell was nominated to replace Sarah Ryan on the Undergraduate Honors Committee.

VII. New Business.
Questions were raised on the status of vertical transportation improvements in the campus. Better elevator programming is being explored and bids are being gathered, as well as steps to install better escalator equipment.

The issue of more space, and the needs for more space in the library were discussed. The President pointed out that we need to find more space in the form of a new building, and not just try to rearrange what we have.

A motion to adjourn was approved and the meeting ended at 2:02pm.

Respectfully submitted,

Professor Charles Gengler
Secretary
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 alumnna, 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.
Office of the Provost-Middle States Self-Study
The College completed its 2010 decennial Middle States Self-Study in February and submitted it to the Middle States Commission on Higher Education and to the External Review Committee. The committee's site visit was conducted on Sunday, April 11 - Wednesday, April 14. The report documented a decade of accomplishment at the college and made recommendations for improvement where appropriate. Highlights of the decade included a dramatic improvement in the quality of life at the College with the opening of the Newman Vertical Campus, growth in faculty numbers and scholarly accomplishments, improvements in quality of students admitted and improvements in both year to year student retention rates and in 4th, 5th, and 6th year graduation rates and the establishment of a culture of assessment in a broad range of endeavors. Remaining challenges include both renovating and acquiring space, increasing diversity of faculty, and increasing financial resources in a recovering economy.

The Middle States Association will act on the Review Committee's recommendation at its June meeting.

Baruch College Honors Program
In March, the Baruch College Honors Program (BCHP) concluded a search for and extended an offer to a program developer who will take special interest in and responsibility for strengthening the ties between the Honors Program and the Zicklin School of Business. This new Higher Education Associate will work with the director to design and implement new opportunities for honors students, collaborate with faculty members to encourage their engagement with the Honors Program, and take responsibility for supervising the faculty Honors coordinators across all departments.

This February, two surveys were launched: one for students, and another for faculty. Results are coming in, and data will be presented to the Faculty Advisory Committee. In addition, thanks to John Choonoo, Director of Institutional Research, and a Presidential Intern awarded to the BCHP, a new database is being created that pulls student information directly from the central servers.

A series of meetings this past year brought together faculty members teaching the four seminars for the Macaulay Honors College, and this spring the Honors Program hosted two gatherings of faculty in the Zicklin School who are teaching honors courses. Faculty members shared their experiences in the classroom, their thoughts about what makes an honors course different, and learned more about the program itself. Similar meetings will be held next year, including meetings for faculty in the Weissman School of Arts and Sciences.

While the focus of the Honors Program remains on academics, it is also important to foster a sense of community among students. This year BCHP has hosted several such events (an ice cream social; a pizza and game day; a hot chocolate and coffee bar open during finals; etc.).

Baruch College Now and Collaborative Programs
In fall 2009, 113 high school students enrolled in credit-bearing courses at the college, including dedicated sections of Business, Personal Finance, Pre Calculus, and Business Law. The overall retention rate was 88%. Of the students who completed credit-bearing courses, 98% earned a C or higher.

205 high school students are enrolled in dedicated sections of Business, Speech Communications, Personal Finance, English (Writing), Sociology, and Public Affairs in spring 2010. 132 students are currently...
enrolled in dedicated high school courses in Art, French, Creative Writing, and Psychology earning credits toward graduation.

Bernard L. Schwartz Communication Institute

During Fall of 2009, Bernard L. Schwartz Communication Institute continued its support of a wide range of Communication Intensive Courses (CICs) at all levels of the undergraduate curriculum including courses in Accountancy, Anthropology, Business Administration and Policy, Computer and Information Systems, Economics, English, Finance, Music, Marketing, Management, Psychology, Sociology, and Theater. The Institute also organized and conducted several professional development programs for Baruch faculty. Based on the previous success of faculty development seminars for full- and part- time faculty teaching Great Works of Literature courses (ENG/LTT 2800 and 2850), Institute staff conducted several more such seminars in the spring semester for faculty in the WSAS and SPA. These were well attended, attracting an even mix of full- and part- time faculty.

Blogs@Baruch, a joint project between the Institute and BCTC, has grown tremendously as a flexible publishing tool for the Baruch College community since its launch in September 2008. The system currently boasts more than 4000 users (3700 are students) and more than 800 blogs and is among the largest and most active academic blogging communities in the country. The project’s rapid growth and impact on teaching and learning at Baruch was recognized in December 2009 with the presentation of the CUNY Michael Ribaudo Award for Technology Excellence to Institute staff.

The Institute continues to develop and support VOCAT (Video Oral Communication Assessment Tool), an easy-to-use web application that allows instructors to collect, store, and evaluate video recordings of students’ oral presentations—and to securely share this data with both faculty and students. VOCAT was designed to help members of the faculty to assess and improve the oral presentation skills of their undergraduates—a fundamental component of professional literacy for Baruch’s business students, many of whom speak English as a second language. Already in use in a number of key courses in WSAS, ZSB, and CAPS, VOCAT will soon be expanded to additional sections of COMM 1010 thanks to a generous grant from the Target Foundation.

On April 30, the Institute will host the 10th Annual Symposium on Communication and Communication-Intensive Instruction, which will bring together approximately 120 leaders in education and in business from around the country to engage in a uniquely intimate and productive discussion of communication-related questions and problems salient to both groups. Revolving around the theme of “The Future of Communication,” the program will feature keynote presentations by Clay Shirky, faculty member in the Interactive Telecommunications Program, NYU and author of Here Comes Everybody: The Power of Organizing Without Organizations; Alan Webber, Founding Editor of Fast Company magazine and author of Rules of Thumb: 52 Truths for Winning at Business without Losing Yourself; Poppy Harlow, Anchor of CNNMoney.com; Gardner Campbell, Director of Academy for Teaching and Learning and Associate Professor of Literature and Media in the Honors College, Baylor University; Bernard L. Schwartz, Chairman and CEO, BLS Investments; and Mona Lau, Global Head, Talent Development & Mobility at UBS AG.

Continuing and Professional Studies (CAPS)

CAPS faculty has been busy this year. David Gordon, one of premier instructors, just had his first novel, The Serialist, published by Simon and Schuster. David will be conducting book talks around the U.S. Marie Dundon from ESL and business communication served on the juries of the New York City Shakespeare competition and CUNY-wide speech contest. Paul Fraccalvieri, from ESL, was interviewed for the New York State TESOL publication, Dialogue, about his experiences as an adjunct, keeping his teaching fresh, expanding his professional development, and balancing work and personal priorities. Sue Peterson will be presenting, "Real-Provost
time English: Scaffolding Activities Using Today's News Clips," at the International TESOL Conference in Boston on March 27. Programs continue to expand, and outreach to our corporate partners has more than doubled in the past year with contracts through several city agencies and companies such as Deloitte and Touche. We have also added several content areas. We began a joint Journalism program and culinary program. The journalism program works with the undergraduate Journalism program here at Baruch and the Graduate School of Journalism.

**Office of the Provost- Faculty Development**

*Research Without Borders*, the website created in fall 2008 to publicize formal and informal presentations by members of our faculty and invited guests, continues to thrive, with more than 50 events in fall 2009 and similar vigor in spring 2010. One reason for creating the site was to inform colleagues from other departments that such presentations are going on next door.

http://www.baruch.cuny.edu/facultyhandbook/DepartmentalResearchPresentations.htm

*The Baruch College Teaching Blog* continues to facilitate conversations about teaching across our departments and schools. It is open to all members of the Baruch community at

http://blsciblogs.baruch.cuny.edu/teachingblog/

The *Master Teacher Series* sponsored two speakers in spring 2010: Loretta Gray of Central Washington University ("Grammar in the Writing Process") and Aswath Damodaran of New York University ("Teaching: Art or Science?"). All for events in this series for AY 2009-2010 are described at

http://www.baruch.cuny.edu/facultyhandbook/FacultySeminars08-09.htm

**International Faculty Development Program (IFDP)** This program enables international faculty members to receive 15 hours per semester of one-on-one tutoring in accent reduction and to attend workshops focused on issues related to teaching (such as classroom management, motivating students, lecturing techniques, etc.). Anyone interested in participating who has not already done so should contact Prof. Elisabeth Gareis (Communication Studies).

**Adjunct Development** Members of the adjunct faculty at Baruch regularly receive notification by email of events on campus and they consistently participate in large numbers in faculty development seminars. Technology support for adjuncts is available in all aspects of instructional technology, including basic computer use, Blackboard, and classroom technologies. The Baruch College online *Adjunct Handbook* remains the first item to appear in a Google search for “adjunct handbook,” with more than 1,000 hits per month: http://www.baruch.cuny.edu/facultyhandbook/adjunct/.

**Faculty Handbook** New items are added regularly, including links to many college and CUNY documents:

http://www.baruch.cuny.edu/facultyhandbook/topics.htm. An updated PDF of the *Handbook* was created in March 2010. A new search utility that will include all content located within the URL

http://www.baruch.cuny.edu/facultyhandbook is being developed and should be operational quite soon. Content from both the main faculty handbook and adjunct faculty handbook will be included in the results pages. Suggestions for additions to the *Handbook* are always welcome.

**Academic Integrity Initiative**

In spring 2010 the initiative focused on the undergraduate honors program, with an open discussion of academic integrity issues during Ethics Week and initial discussions of an honor code for these students. In addition, a panel discussion of issues related specifically to plagiarism took place in January, and an email reminding members of the faculty about the college’s plagiarism tutorial was circulated in the context of
research findings that emphasize the efficacy of such tutorials. Baruch College continues to hold a subscription to the online database and plagiarism detection software provided by Turnitin.com. Faculty members interested in gaining access to Turnitin.com should contact Prof. Gerard Dalgish (English).

The members of the Academic Integrity Committee mourn the loss of one of our charter members, Jerry Bornstein. Jerry was a moving force behind many of our initiatives, including our conference in 2007. One of his daughters mentioned that the wisdom he passed to his children included, “War is evil; greed is evil; plagiarism is worse.” We miss him greatly.

Assessment Committee (Joint Committee on Curriculum and Articulation)
Members of the Assessment Committee assisted the working group charged with writing about assessment of educational programs for the Middle States Self Study, Standard 14. The wealth of efforts and the robust results that are described in the Self Study are directly related to the efforts of those on this committee.

Office of Institutional Research and Program Assessment
The mission of the Office of Institutional Research and Program Assessment is to compile, maintain, and analyze institutional and other data to support the organizational, decision-making, and planning functions of the college. The Office works closely with Baruch’s administrators, schools, departments, and faculty to improve student learning.

In preparation for the Middle States self-study evaluation, the Office of Institutional Research and Program Assessment (OIRPA) have provided data, analysis and outcomes assessment support to the administrative units and academic departments within the three schools and the Middle States working groups. OIRPA has worked closely with the Zicklin’s BBA and MBA Learning Assurance Committees, the WSAS Curriculum Committee and the Joint Committee for Curriculum and Articulation in their assessments of student learning. ORIPA developed the logic model framework currently being used for assessment by the Division of Student Affairs and various other administrative units. This is second cycle of assessment using a logic model framework. A workshop on using the BCSSE and NSSE data to promote student engagement in college will be conducted later this semester for the staff of the Division of Student Affairs. OIRPA has also provided data support for the AACSB accreditation report.

The Office of Institutional Research and Program Assessment will continue to support the mission and goals of the College by:

- providing reliable and accurate statistics for its internal and external constituencies;
- offering data support for the administrative offices within the College;
- developing evaluation plans and instruments for outcome assessment;
- conducting in-depth survey research and analysis; and
- coordinating external reporting (e.g., US News and World Reports, The College Board, and Princeton Review).

The Office of Institutional Research and Program Assessment published this semester an updated efactbook which can be accessed from The Office of Institutional Research and Program Assessment’s homepage (http://www.baruch.cuny.edu/ir/index.html). This efactbook utilizes a standardized procedure that allows the office to generate updated factbooks upon demand, and as soon as new data are available. In the past, it took a great deal of time to update the efactbook due to components being generated largely by hand. The updated procedure is the culmination of a year-long effort to gather these processes into a seamless operation that can be executed in minutes rather than in weeks.
Newman Library
The library’s faculty and staff appreciate the condolences that they have received from across the campus regarding the passing of Jerry Bornstein. A memorial service will be held later in the semester. The date will be announced shortly.

The library will host a visiting librarian from Shanghai Normal University April 15 – May 31. This visit will inaugurate an exchange program recently established between CUNY and two universities in China.

As a result of the efforts of Professor Dan Willliams (SPA), the library will soon hold the extensive archive of the Institute of Public Administration (IPA) spanning the period 1906 through 2002. Included among the vast array of documents is the most complete known collection of local government studies from across the country. New York City government studies also figure prominently in the collection. Researchers interested in accessing the archive should contact Professor Sandra Roff.

The results of the 2009 Faculty Experience Survey conducted by the University Faculty Senate showed that faculty satisfaction with the Newman Library’s collections is at the top of the CUNY senior colleges. Nonetheless, almost 30% of the full-time faculty who responded to the survey rated the print collection as only “fair” or “poor” and 21% expressed the same opinion of the electronic collections. The library is very interested in hearing from faculty about how to improve the collections. Based on recent conversations with faculty concerning the survey results there are several points that the library needs to clarify for faculty: (1) The library can place acquisitions orders throughout the year; (2) Faculty may submit requests for new acquisitions directly to library liaisons; (3) The library is pleased to expedite any book purchase request from a faculty member. In many cases a book can arrive in 24-48 hours.

Baruch Computing and Technology Center (BCTC)
In order to bring the College into compliance with a CUNY security policy all system accounts now require a password change every ninety days. Users will be sent reminders to change their passwords via e-mail notification beginning five days before each expiration date. To assist users with managing password changes, the BCTC has implemented a self-service function that will permit faculty and staff to reset their passwords when they forget them. The system requires that the user answer three challenge questions accurately. In April 2010 faculty will receive instructions on how to set their personalized challenge questions.

The Student Technology Fee has funded another round of Teaching with Technology grants. Fifteen grants of up to $5,000 will be awarded for the 2010-2011 academic year. Faculty who are interested in applying for a grant should read the call for proposals:
http://www.baruch.cuny.edu/bctc/intech/cfp.htm

The Steven L. Newman Real Estate Institute
Course enrollment has continued its upward trend from the previous term, showing a significant increase over the 2009 spring semester. Carefully targeted marketing contributed to this, as did our new web site, which employs search engine optimization tools and simplifies the registration process. Launched in January 2010, it also raises the visibility of our research and public events. So does our networking, which continued to expand within the real estate industry, City and State government, the nonprofit sector, and the media. Indeed, media coverage of our work is increasing. Notably, in March, The Institute’s Director answered readers’ questions about the Gowanus Canal area of Brooklyn for The New York Times “City Room” blog, as a consequence of our forthcoming research report entitled Reconsidering Gowanus, Opportunities for the Sustainable Transformation of an Industrial Neighborhood, and a public forum on the Gowanus area’s prospects.
Our public events continued to receive very positive reviews. Our popular Sustainability Shoptalk series continued with two more events. With the CUNY Institute for Urban Systems we cosponsored a major conference, “Transformational Infrastructure: Key Decisions on Transportation That Will Shape the NY Metro Region’s Real Estate Future,” which CUNY TV covered. With the Robert Zicklin Center for Corporate Integrity and Baruch’s Corporate Communication International we cosponsored “Sustainability 2.0: Envisioning Business and the Urban Environment.” We also co-sponsored a five-part series on Shanghai’s skyline. We began work on four events to be held this spring. One is a major two day conference on the region’s airports cosponsored with the University Transportation Research Center of City College.

We published five research reports: “24-Hour Cities and Office Rent Performance,” “24-Hour Cities and Investment Returns,” “A Precarious Balance – Inflation, Deflation and Real Estate,” “‘ET’ is the new ‘IT’ for Landlords and Tenants,” and “Sustainability Today – Where we are now and where do we go from here?” In October we became a formal cosponsor of the CUNY Building Performance Lab’s influential Stakeholder Consortium, which comprises over 200 senior members from the real estate industry. We are finalizing with the consortium a groundbreaking report on funding sources for energy efficient retrofits in NYC’s buildings, which the Institute will publish. Our advisory Research Roundtable, which helps shape our research agenda, held several meetings. A dozen new research projects were launched, including one being pursued in collaboration with the Manhattan Borough President. Ramping up our fundraising efforts, we submitted requests to the U.S. Department of Energy, the NYC Department of Economic Development, Time Equities, IBM, and the Rockefeller Brothers Fund, to name but a few. The Manhattan Borough President is supporting the Institute’s proposal to the Rockefeller Fund.

Student Academic Consulting Center
Since September 2009, SACC has seen over 2,345 students totaling more than 10,200 hours. In addition to our burgeoning peer tutoring service, SACC also ran a large January Immersion program: 87 students tested in either ACT Writing or ACT Reading where pass rates surpassed 90%, and 38 students received preparation to retake the Math COMPASS test of which 74% passed. SACC has extended its collaborations with the Communication Studies department, the ESL Program of the English Department, and the Bernard Schwartz Communications Institute, all in an effort to support non-native speakers with speech-related issues. To this end, SACC coordinates the ESL Speech Lab run by professional speech consultants, a weekly Conversation Hour run by trained peer tutors, and COM 1010 peer tutoring. SACC is also collaborating with the Zicklin Business School to assist students with Excel assignments within upper level business courses. SACC was visited by President Stan Altman in the fall, and Saxe Distinguished Professor Finance, Terrence Martell, in the spring to discuss issues of leadership with our master tutors. SACC’s excellent reputation continues to grow. On two separate occasions, Kingsborough Community College and the Celia Esses High School visited the center to learn more about running an effective tutoring center.

SACC will continue to raise money for Relay for Life by once more holding a tutor auction and, for the first time, will offer a Game Night. SACC has established a Facebook page for former and current SACC tutors and staff and the site is actively used by many of the 160 members. SACC is currently preparing for its Annual Awards Ceremony at which tutors and staff (current and former) will be honored for outstanding achievements and contributions to SACC. On an individual note, Natural Sciences tutor Stefan Barone was featured in Campus News for spending January volunteering with Unite for Sight, an NGO dedicated to bringing eye care, including eyeglasses and cataract surgery, to people in Ghana. And Master Tutor Chris Tang has entered two of his photographs to the Mishkin Gallery as part of the Baruch College photography competition.
The College’s Research Integrity Officer (RIO)
The College’s Research Integrity Officer (RIO) oversees Baruch College’s compliance and implementation of
CUNY’s Responsible Conduct of Research (RCR) training plan. The plan consists of three key components:
access to online training and educational resources; group workshops for undergraduate and graduate students
on RCR topics (such as Research Integrity, Authorship, Human Subject IRB Applications, Dispute Resolution,
and Grant Writing); and individual student mentoring by faculty in the research setting.
In addition, the Provost has appointed an RCR Council. This group will provide the Provost with advice on
matters concerning the “training and appropriate oversight in the responsible and ethical conduct of research.”
The Council also serves as a forum for faculty to express their concerns related to RCR policies and practices,
as well as to advocate for additional resources or activities that support the ethical conduct of research or other
scholarly activities. The Provost will convene the Council at least once each academic year.

RCR Council
Provost, Chair
Research Integrity Officer, Deputy Chair

Members
Associate Provost
Human Subject IRB Chair
Conflict of Interest Officer
Ombudsman
Joint Committee on Research Chair
Animal Care Committee Chair
Ethics Officer

Ex Officio
Director Sponsored Programs and Research
Research Compliance Specialist
RCR Training Specialist

Sponsored Programs and Research (SPAR)
PSC CUNY 40 Research Award Program
Baruch College faculty members submitted 170 applications in Fall 2009. For the fourth consecutive year,
Baruch College has submitted more PSC applications than any other CUNY college.

External Proposals
For the first half of Fiscal Year 09-10, July 1 to December 31, 2009, the proposals submitted increased by 17%,
and funds requested increased by 37% from the same time last year. Thus far, $7,042,160 has been requested
for 35 submitted proposals. The Weissman School of Arts and Sciences submitted the most proposals, followed
by the Zicklin School of Business, then the School of Public Affairs and other administrative units.

External Awards
Grants and contracts awards from all units total $4,713,458 for the first half of the fiscal year. This is on track
for the College to reach its projected $6.2 million for the fiscal year. The total awards at the end of the first half
of FY 2008-09 was $3,637,951.

The number of awards received so far increased over the same period last year (65 versus 62 awards).
Weissman School of Arts and Sciences had 24 awards totaling $2,271,890; School of Public Affairs had 20

Provost
awards totaling $615,615; Zicklin School of Business had 6 awards totaling $215,763; and the other divisions in the college have combined to earn 15 awards ($1,610,190).

The Writing Center
The Writing Center continues to be in extraordinary demand as a venue that our students flock to for writing, reading, speaking, and language support: during fall 2009, the Center received students for 1,885 appointments that were filled at a utilization rate of 103%. (A rate over 100% is achieved when a student schedules an appointment, does not show up, and then that appointment is re-booked by a student waiting for a chance opening). In fall 2009, the Center completed 66 class visits and served 775 different students in classes taught by 116 different professors.

Spring 2010 welcomes some exciting new developments at the Writing Center:
- We are proud to unveil the newest issue of *i Magazine*: [http://blsciblogs.baruch.cuny.edu/imagazine/](http://blsciblogs.baruch.cuny.edu/imagazine/). This semester’s issue includes excellent student academic writing from the humanities, social sciences, and natural sciences, as well as fiction and poetry. New this semester are student resources that use student writing to teach specific writing skills and rhetorical moves. The Writing Center thanks all faculty members who nominated student writing, and the Schwartz Communication Institute for hosting *i Magazine* through Blogs@Baruch. We encourage all professors to submit student writing from their courses. Submission guidelines are available at the following site: [http://blsciblogs.baruch.cuny.edu/imagazine/submit/](http://blsciblogs.baruch.cuny.edu/imagazine/submit/)
- This semester, the Writing Center offers consultations with faculty on writing assignment design. If you would like feedback or assistance in designing a writing assignment, please email keri.bertino@baruch.cuny.
- The Writing Center has launched an all-new workshop program in collaboration with the Newman Reference Library. You can read about our workshop descriptions here: [http://www.baruch.cuny.edu/writingcenter/students_workshops.html](http://www.baruch.cuny.edu/writingcenter/students_workshops.html)
- This semester, the Writing Center joins with the Newman Library to offer research consultations to students. These 30-minute sessions, held at the Newman Library reference desk, will allow students to get the feedback of both a Writing Center consultant and a reference librarian, to help them plan their next writing and research steps. Read more here: [http://www.baruch.cuny.edu/writingcenter/ResearchConsultations.htm](http://www.baruch.cuny.edu/writingcenter/ResearchConsultations.htm)
Student Affairs professionals at Baruch support students and their development in a variety of ways that enrich the college experience. While we address issues concerning student conduct and breaches of academic integrity, we also advise, mentor and guide student clubs, honor societies, special programs and initiatives, and crisis intervention for distressed students. For example, of note is the work of the newly established Campus Intervention Team (CIT). The CIT intervenes in crisis situations when reported by faculty, students, and staff. The CIT has rapidly evolved since its inception in 2008. Outreach to faculty was the primary goal of the 2009-2010 year, as campus-wide participation is an essential component for a properly functioning team. This year faculty members were encouraged to learn more about their potential role in assisting students in crisis by attending two professional development workshops, and signing up to use the “At Risk” software program. Both the workshops and the software were designed to help faculty recognize the indicators of students in crisis. In addition, a member of the CIT is now available, upon request, to make a brief presentation and respond to individual faculty questions at departmental meetings. Initial feedback from departments who have invited the CIT to faculty meetings has been positive.

Academic Advisement
The Center for Academic Advisement had a busy fall. Its five full-time advisers, five part-time advisers and three peer advisors met with 6,334 students for walk-in advisement. Additionally, students were offered academic advising 3,259 times via individual appointments, email advisement, and telephone advisement. Planned spring events for the Center include the annual Majors/Minors Fair, numerous Orientation advising sessions and targeted programs for student-athletes, transfer students and other populations.

The Center’s peer advisors designed and facilitated a workshop, “Play the Basics – Communicate Your Way to The Top,” which 21 first year students attended. The peers also published two “It’s Academic” newsletters (Freshman/Sophomore Edition) and assisted the advisement staff during the FRO 1000 Advisement Module.

In March 2010, several academic advisors presented on Baruch’s innovative online advisement program, L.U.C.Y. (Linking Undergraduate Curriculum to You) at a poster session at the Regional NACADA (National Academic Advising Association) Conference in Boston. Also at that conference, Elaine Cataletto, a senior academic advisor on staff, was selected as the recipient of the Region 1 NACADA Academic Advising Excellence Award.

Athletics
This has been an outstanding year in athletics for Baruch. Every single team in the Fall season finished either in 1st or 2nd in the conference. Two teams made the CUNY finals, and one team, Women’s Cross-Country, won the championship. At the end of the fall
season, we were one point behind our archrival, Hunter. The winter season was even more successful for our athletic teams. Once again, every single team either finished 1st or 2nd in the conference standings. Additionally this time, 3 teams (Women’s Basketball, Women’s Swim, and Men’s Swim) took home CUNY Championships. Men’s Volleyball has not completed their season, and are currently ranked 4th in the nation, with exciting wins over Harvard, M.I.T. and UC Santa Cruz. At the end of the winter season, we are now ahead of Hunter by 30 points. There are still 3 spring sports getting ready to start their season (Men’s Tennis & Men’s Baseball (both defending CUNY Champs) and Women’s Softball), with high hopes for all of them. Baruch is on the threshold of breaking the all-time CUNY record for the most CUNY Championships won, in a single year (current record is 6).

Academically, our teams have remained very consistent, and for the first time, the average GPA’s of all teams combined, was better than 3.0 (200+ athletes). There were over 70 CUNY scholars (GPA’s over 3.2), and currently there are 15 student-athletes that are either Baruch Scholars or CUNY Honors College scholars.

**Career Development**

The Starr Career Development Center (SCDC) welcomed two new staff members in February. Dr. Richard Orbe-Austin will serve as an Associate Director and Manager of Career Services and Ms. June Ishidoya will be a Senior Career Adviser. More than 12 candidates were interviewed and three graduate student counseling interns were selected for the 2010-1011 academic year to work in the Starr Career Development Center. Fifteen Peers for Careers who have been trained in reviewing resumes and conducting mock interviews will be working in the SCDC and 15 new Peers are scheduled to be trained this Spring.

Seventeen participants in the Financial Leadership Program (FLP) attended workshops throughout the fall and Excel and Valuation and Modeling training during the January intercession. Seventy-five percent (75%) of the FLP students have received offers for summer internships. Walk-in Job Search groups are being offered to current seniors and recent graduates to provide support during their job search. Forty-five companies and 600 students attended the Spring Internship Fair in February. Over 70 job preparation workshops and 13 corporate presentations are scheduled in Spring 2010. Six Career Week Panels will feature professionals speaking about their careers in: Marketing & Advertising, Management, Liberal Arts, Government & Non-profit Organizations, Applying for Federal Jobs, and Computer Information Systems. Panels will be moderated by faculty. SCDC staff has or will substitute for faculty through the Starr Sub program in 10 classrooms and make presentations on job search or other career development topics. Special presentations are also offered to groups in the Honors College, Transfer Orientation, Zicklin Orientation, and SEEK throughout the academic year.

The Center hired a new part-time Pre-Law Advisor. She has worked individually with students and conducted a Winter Pre-Law Institute with over 30 students. She is planning nine Pre-law events during the Spring semester and a two week Summer Pre-
Law institute. Through a collaboration with the Writing Center, students will have access to individual appointments with Writing Center staff. Group workshops are also being planned.

The SCDC is fully engaged in social media. The Center posts key events on its Facebook page, and has one of the most highly utilized LinkedIn groups (currently #7 at Baruch). The Center also recently launched a career blog called Career Maven.

**Counseling Center**

The Counseling Center’s new initiatives have developed as an outgrowth of grant funded programs supported by the van Ameringen Foundation and through our partnership with the National College Depression Partnership (NCDP) where university health and mental health providers collaborate to design best practice models for treatment.

During the Fall 2009 semester, the Center continued its efforts to improve clinical services to students. Most notable, the implementation of a Triage Team structure that screens every incoming student seeking services at the Center and assigns them to treatment based on symptom severity rather than on a first come, first served basis. The Triage Team builds on the success of a grant funded initiative to hire a triage counselor last year. The Team, along with the Director and Associate Director meet several times over the course of the week for the disposition of the cases. Students regarded as in need of a higher level of care are referred out to hospital based out-patient or specialty community mental health services accordingly and are monitored while they are in an acute condition through our case management services. These services allow the Center to coordinate care with the off-campus center, so that students returning to the Baruch community continue to receive on-campus support. Case management services have also been an important element of our collaboration with the Campus Intervention Team (CIT). Students who have medically withdrawn due to mental health conditions are referred to the Center for an assessment regarding readiness to return. If the Center staff in collaboration with the student’s providers determines that the student is ready to return, the student receives case management services at the Center to help the student transition back to the college.

The new addition of a post-doctoral fellow during the Fall semester and the re-structuring of our pre-doctoral internship requirements allowed the Center to form the triage team. The Post-doctoral program is an addition to our 3 long standing training programs: (1) Beth Israel Medical Center psychiatry residency rotation, (2) the pre-doctoral psychology internship program, and (3) the graduate level doctoral and masters program. The Center continues to receive excellent candidates for our highly competitive programs as our reputation for quality training spreads nation-wide. The post-doctoral fellow and pre-doctoral interns also enhanced the Center’s out reach services by providing psycho-educational workshops in collaboration with Freshman Seminar and on-going training and supervision of the Undergraduate Peer Support Program. These workshops and training sessions have been highly attended by students through the Fall semester. Our post-doctoral fellow has also enhanced the Center’s group therapy services to students, allowing the Center to address conditions better served by this mode of treatment.
Disability Services (OSSD)
During this period, 57 new student intakes were conducted; 12 students graduated February, 2010 (one summa cum laude and one cum laude); 392 exams with ADA accommodations were administered on behalf of faculty; there were 622 visits to the Assistive Technology Lab; 23 students received individual assistive technology instruction; 35 pieces of equipment were loaned to students; and 40 electronic books were provided to nine students.

OSSD has continued its ongoing collaboration with BCTC to vastly improve access for students with disabilities. Some examples: BCTC installed the SIMNET practice program on the computers in the Disability Services office; OSSD collaborated with BCTC and faculty to configure Skype (telephone via the internet) to accommodate a homebound student who was in the College Now Program; BCTC successfully set up CART in three classrooms for a totally deaf student; BCTC provided increased accessibility for students with disabilities in the BCTC through the purchase of adjustable tables, large screen monitors and printer stands. In this area, OSSD staff also presented various Assistive Technologies for a graduate class in Disability Studies.

Eighty-one (81) students received various career related services through the LEADS Project. Internship and employment highlights for LEADS students include: an offer of employment from Ernst & Young, internships in the finance, marketing, accounting, at a non-profit organization committed to helping children improve writing skills, in healthcare administration and at the Baruch College radio station.

Early Learning Center
The Early Learning Center provides care and education to the children of Baruch students and family support to student/families as they meet the challenges inherent in combining college classes, internships, work, study and the demands of raising a family. The Center is licensed for approximately 30 children ages 2.6 to 5 years through the NYC Department of Health and is accredited by NAEYC (The National Association for the Education of Young Children). Reflecting the international diversity of the college, many student families do not have an extended network of relatives to assist in navigating the city’s public school system, health and dental services as well as cultural/play opportunities available for young children. The Early Learning Center provides a base for student/families to become more comfortable with the rich opportunities at Baruch and the city at large. For the Spring 2010, the Center has 34 children enrolled. Recent events in which the Center staff and families have participated include: Trip to LaGuardia Performing Arts Center to see “The Paper Bag Players”; family support workshop/discussion at the Center; NYU Pediatric Dentistry Program hosted discussion/workshop for Student Families on care of children’s teeth; a visit from the Alley Pond Environmental Center, which brought small animals for the children to observe and touch; a performance at Carnegie Kids; Spaghetti Lunch and Ice Cream Social in celebration of Chinese Lunar New Year and Valentine’s Day. Additionally, Center families and children have accessed more than 15 cultural resources in the city.
through our participation in “The Cool Culture” program. The Center was also asked to be a participant in “Jump Start,” a national reading enrichment program.

The director and staff have participated in workshops and conferences offered through the Department of Health, Jewish Board of Child and Family Services, National Coalition for Campus Children’s Centers and CUNY. The Center is serving as a placement site for a Hunter College graduate student and as a participating site for two workshops presented through the annual CUNY Teacher’s Conference.

Financial Aid
Over the last few years, the Financial Aid Office has seen a substantial growth in student loan volume. During the 2006/07 academic year, the office processed a total of 2,644 Direct Loans totaling $12,176,403. During the 2007/08 academic year, we processed 2,697 loans totaling $13,398,572. During the 2008/09 year we processed 2,915 Direct Loans totaling $15,436,873. To date for the 2009/10 academic year we have already processed 3,558 Direct Loans totaling $20,050,810 and we will continue processing until the end of the spring semester.

The 2009/10 academic year was the first year that allowed students to receive “year round Pell”. To qualify for Pell over and above 100% of the first scheduled award a student must enroll on a half time basis at least and have the possibility of successfully completing a minimum of 25 credits for the award year. The requirement means that to dip into the second 100% of their scheduled award, the student must earn a passing grade in a portion of the class attempted while utilizing the first 100%.

Governor Paterson has proposed changes in the State Financial Aid programs. If enacted, the change would result in a $75 a year decrease in all TAP awards. However, proposed increases in the Pell Grant will offset the reduction in TAP.

Additional proposed cuts would eliminate TAP for graduate students. For the 2009/10 academic year, we expect that approximately 500 students will receive a graduate TAP award. The maximum that a graduate student can currently qualify for is $275 per semester.

It has also been proposed that students who are default of federal student would lose eligibility for TAP until the default has been resolved. Currently, a federal student loan default would prevent a student from receiving TAP.

An important change being considered is the change in the program pursuit and good academic standing requirements. The proposed standard would increase both the minimum credits earned and grade point average needed to maintain eligibility. Since students who fail to maintain the standard are allowed only one waiver for their undergraduate career, the change could impact students who withdraw from classes or who are struggling to maintain the required grade point average.
**Health & Wellness Services**

The Student Health Center and its accompanying outreach program delivers primary health care and educational programming respectively to Baruch students throughout the calendar year. Health and Wellness seeks to ensure that Baruch students are given the care and the tools to make informed decisions about their health that will benefit them, not only throughout their college career, but beyond their time in college. Clinical services provided at Baruch by Beth Israel & Continuum Health Partners include: initial diagnosis and treatment of a broad spectrum of illnesses and injuries, primary care, gynecological care & contraceptives, immunizations, physical exams, nutritional counseling, STI diagnosis and treatment, including HIV testing with counseling, lab testing and referrals. Education & Outreach Services include but are not limited to programs in the following areas: stress management, sexual health, smoking cessation, nutrition, alcohol & other drugs, social and emotional health.

In the Fall 2009, a survey administered by peer counselors determined key health issues of importance to students. The top three concerns were stress relief, nutrition, and exercise. This data was utilized to develop events for the first Baruch Health Week. Daily seminars during the week focused on nutrition, stress relief, fitness, wellness screenings and alcohol awareness. Outreach efforts in health and wellness have included continued collaboration with student organizations. Working with Keep a Child Alive leaders, we brought in a speaker from the Asian Pacific Islander Coalition on HIV/AIDS. Additionally, we participated in Sigma Alpha Delta’s annual pre-finals stress relief event, providing free chair massages, nutritious refreshments, and stress management information to students. This spring, CUNY has allotted funds to each campus to support initiatives to assist students who are struggling with food insecurity and housing instability. Baruch’s allotment is being utilized to provide students with food vouchers and emergency housing placements. Students in immediate need receive a food voucher which can be used at the Baruch College Cafeteria or a local off-campus establishment. Additionally, an emergency housing agreement has been developed to serve students in need of immediate, short term housing assistance. These initiatives are being organized through the Office of the Vice President for Student Affairs and Enrollment Management along with Health and Wellness Services. Spring 2010 planned programs include: continued flu prevention materials, hand sanitizer and prevention tip card distribution, health insurance options tabling; CUNY Diabetes Risk Awareness Week in collaboration with SEEK; sexual health awareness days; participation in Relay for Life; and the Annual Health Fair.

A new student group, Peers Advocating Wellness Services (PAWS), which grew out of the old student referral and counseling group Help Line, has worked on increasing visibility and student involvement in health concerns. Students in the group are now trained not only to handle peer counseling, but also to be a leaders in health and wellness outreach programming for the Baruch campus. This year the peers have been instrumental in providing health outreach to our students by organizing programming on breast cancer awareness, nutrition, and sexual health.
Monthly statistics are reported from Beth Israel, recording the number of student visits to the health center and the categories of services received. For the Fall 2009, there were 2,721 student visits to the Student Health Center and 3,092 services were provided in all. These services ranged across the full spectrum of offerings provided by the Center and listed above. Visits for the Spring 2010 term have been robust thus far.

**International Student Office**

As reported in the United States Citizenship & Immigration Services SEVIS System, Baruch College has enrolled 1,686 international students (370 graduate students, 835 undergraduates and 129 ESL & Certificate students). In addition, 352 students currently have received approval or are awaiting approval for Optional Practical Training after completion of their degree and 95 students have received approval to participate in internships for the Spring 2010.

During the month of January 2010 we conducted new student orientations for both graduate and undergraduate students. A total of 63 students attended orientations on January 11 and 26, 2010. The International Student Service Center continues to organize and conduct monthly informational workshops for our students on a variety of topics such as applying for internships, travel, Optional Practical Training and obtaining a social security number.

The Assistant Director position was filled after a staff departure. Ms. Leslie Cummings was hired in December 2009 and there is currently a search in progress for a new Director.

**Orientation and New Student Programs**

The Office of Orientation and New Student Programs generated or collaborated across the divisions on numerous projects in the area of student orientation and freshman year programs. Fall/winter activities included 8 orientation sessions for spring 2010 incoming freshmen and transfer students. Approximately 100 freshmen attended a full day orientation and advisement program, while approximately 1300 transfer students attended one of 7 transfer orientation programs. Transfer students were encouraged to stay and register online before leaving campus.

This office coordinated a first-ever Transfer Welcome Week of events starting with an opening reception for spring 2010 transfers and ending with THE BATTLE OF LEXINGTON. The Welcome Week included a series of career workshops culminating in the Starr Career Development Center’s annual Internship Fair. Students were also invited to attend performances at the BPAC, workshops on getting into the Zicklin School, how to research and use the Library, and a Counseling Center workshop on maintaining health and wellness. The Writing Center, SACC, The Early Learning Center, and the Advisement Center ran multiple Open Houses for new Transfers as part of the program.
We are expanding our outreach to parents by providing a parent guidebook and bimonthly electronic parent newsletter starting fall 2010 following the annual Convocation/Baruch Beginnings Parent Orientation.

Spring 2010 saw the resumption of the Transfer Learning Communities program with 2 communities running currently, one anchored by LAW 1101 and one by LTT 2850. These offerings include small class size, an assigned academic advisor and peer mentor, a 10-week Transfer Seminar series focusing on career prep, networking, writing and research skills, a luncheon with the Harman Writer-in-Residence, plus other community-building activities. Faculty also offer students co-curricular activities as part of this experience. Evaluation of assessment data on the previous pilot semesters indicate a statistically significant improvement in GPA and retention of students who participate in the Transfer Learning Communities over those with comparable profiles who do not.

The selection process for a fall 2010 freshman text is nearing completion and plans for fall 2010 Convocation are already underway. This office has been an active partner in developing the Creative Arts Grant proposal spearheaded by Dean Peck. The project includes a coordinated freshman text, Convocation activities, and a redesign of Freshman Seminar to incorporate the grant’s theme of *Performing Diasporas: Identities in Motion*. Convocation will include a performance of Maya Lilly’s MIXED. That performance will serve as a model for the semester-long Freshman Seminar exploration of diversity and identity and culminate in the performance of student monologues at an end-of-semester event. Integration of a news literacy component sponsored by the Journalism department along with the BPAC component for Freshman Seminar will provide an exciting new focus for the course and build on the course’s transformation over the past three years. These included a student blogging component on Blogs@Baruch and students taking part in self-directed learning enrichment experiences, sampling the wealth of co-curricular offerings on campus.

**Registrar**

16,817 students have registered for the spring 2010 semester. In addition, the Registrar’s Office is in the process of finalizing graduation for February graduates and planning for summer and fall 2010 registration. Registration for summer and fall will take place in April and May.

The Registrar’s Office has had great improvement to the E-certification process. In Spring 2010, Baruch was 97.5% compliant on the deadline for CUNY E-certifications. Working with BCTC we hope to have better tools to assist faculty, Department Chairs, Associate Deans and the Provost reaching out to faculty members. Using eRoster, faculty can certify enrollment via the web after the third week of classes. Faculty members will also be able to submit “WU” and “WN” grades through the eRoster for undergraduates who have never attended class or for those with excessive absences. This automated process complies with federal guidelines for students receiving Title IV funds. This summer we will be running the E-certification process for the first time in a summer term.
The Registrar’s Office has successfully implemented a new on-line transcript request system. This system allows students to request and pay for transcripts on-line. It significantly streamlines this process for students and requires fewer staff hours to process. Robo-Transcripts have the ability to always be on, and ready to print transcripts. From 8/31/2009 through 1/15/2010 there are 137 days that Robo-Transcripts printed transcripts. However, there are only 89 days in which manual transcripts were printed during the same time period. This has become the transcript request method of choice for our students.

The Registrar’s office is now almost completely staffed. In the last year 4 new Assistant Registrars have been hired. One additional assistant registrar search is underway. This is greatly improving the services of the office. In addition, a new office organizational chart has been created with more managerial oversight as a goal. All staff have been signed up for Customer service training this spring.

Working with the Ad Astra company the Registrar’s office staff is developing a new system called Platinum Analytics, a course schedule planning tool. Once deployed this software will allow us to provide accurate course needs data to the department chairs so they may provide adequate seats in courses, thus ensuring a higher percentage of our students will graduate on time.

SEEK
During the month of January 2010, the SEEK Program ran two inter-session initiatives. The first was a mandatory math support program for SEEK freshmen who did poorly in or dropped their math class in the fall semester. Incoming SEEK transfer students also had the opportunity to attend. They were required to attend a three-week program focused on strengthening math skills. The other initiative provided support in communications skills for ESL students.

This spring SEEK is continuing with its ongoing weekly communications workshops to empower students to have effective speaking and presentation skills. The spring semester of SEEK’s yearlong freshmen seminar will focus on career exploration, counseling and technology. The SEEK Academic Survival Program focuses on helping students meet Baruch’s minimum GPA requirements and achieve academic success. All students who have a cumulative GPA below a 2.0 and are reinstated are required to participate. For the spring 2010 semester, the workshops will focus on helping the students gain self-awareness, reading comprehension/study skills, adapt life long learning and explore major/career goals. Four workshops are scheduled. A program to lend graphic calculators to SEEK and non-SEEK students enrolled in math 2003, 2205, and 2007 remains in place this semester as well as our laptop lending program. The SEEK Transfer Division has begun a series of writing workshops for first semester transfer students. There will be 5 CPE workshops for SEEK students this spring. SEEK will be conducting a workshop/open house for perspective SEEK students for Fall 2010 in early April. This year’s SEEK Awards Ceremony is scheduled for April 30, 2010.
Student Life

Freshman Seminar Program: Freshman Seminar serves as a vital gateway in helping with the academic and social transition of first year students into Baruch College. The course introduces students to Baruch College resources, academic success strategies, communication skills, time management skills, and helps students begin exploring preliminary career plans. While professional staff and Freshman Seminar Peer Mentors facilitate the class, students are also expected to undertake a series of self-directed learning experiences to assist them with developing their self-efficacy skills. These experiential learning workshops are geared toward complementing sessions within the classroom and are the product of a true collaborative effort between the Student Affairs and several academic departments at the college. This year the program helped transition 1200+ freshmen into the college with close to 60 sections, making it one of the largest programs at the College.

The 27th annual Student Leadership Training Weekend was held in October 2009 at the Edith Macy Conference Center in Briarcliff Manor, New York. Over 94 student leaders from student government, clubs and media attended the retreat together with staff from the Office of Student Life, the Career Development Center, the Center for Academic Advisement, and the Honors Program. President Stan Altman addressed the group on Saturday afternoon. The OSL coordinated efforts of student organizations and staff to put together an extensive schedule of programs for Latino Heritage Month in September, Black History Month in February and Women’s History Month in March and Asian Culture Month in April. Four major Auditorium events will be presented this Spring. These include a Step Show, the Black Students Union Cultural Show, the Asian Students Union Fashion & Culture Show and the Caribbean Students Association annual Fashion & Culture Show. OSL staff will support these large-scale events. The 32nd annual Spring Fling Street Fair will be held on May 6 on E. 25th Street. This annual rite of spring is sponsored by the OSL. Free food, games, music will be provided from noon until 3:30 PM. Student Discount Theater Program: The OSL launched a new discount theater ticket program in the Fall 2008 semester which enables Baruch students to attend selected Broadway and Off-Broadway shows for as little as $25—35, purchased in advance. We have now surpassed over 1000 students who have participated in this program, purchasing show tickets to Broadway and Off-Broadway shows.

The 45th Commencement Exercises of Baruch College will be held on Wednesday, June 1, at Madison Square Garden. OSL will again coordinate academic regalia, commencement tickets and ceremony logistics for either one arena or two theater ceremonies, depending upon the fortunes of The Knicks, The Rangers and whether MSG books any concerts for our date.

Student Government Elections: Undergraduate and Graduate Student Elections and Referendums will take place in April. This years balloting will take place utilizing voting booths.

Senior Yearbook: Lexicon 2010 has completed principal production on this year’s book and plans to distribute the book prior to Commencement to the students who have pre-
ordered the book. This is the ninth yearbook completed prior to commencement in a row and the eighth to be published in full-color, the seventh that is fully digitally produced. Lexicon 2008 and 2009 both received 2nd Place Awards recognition in the College Division (2500 students or greater) by the American Scholastic Publishers Association.

TEAM Baruch Leadership Training: Student Life completed a two-day intensive leadership-training program for TEAM Baruch during the January intersession. Eighty-five Baruch undergraduates received hands-on training in areas that helped them develop their communication, interpersonal, conflict resolution, and ethical skills. These budding student leaders will now be ready to apply to become peer mentors in Academic Advising, Health & Wellness, Peers for Careers, Orientation and Freshman Seminar. Helpline, the Baruch peer-counseling program, has been retooled as a health & wellness peer counseling program. The program is a collaborative effort between Student Life and the Counseling Center. Based on a student survey, the new program name selected unanimously by the Baruch student community is: P.A.W.S. (Peers Advocating Wellness Services).

The Baruch Freshman Seminar Program has been selected by the American College Personnel Association’s (ACPA) commission for Adult and Commuter Students as being an exemplary program for commuter students. The program will be showcased and presented at ACPA’s annual convention in March 2010.

Veterans and Multicultural Affairs: At the end of February, Student Life welcomed a new staff member as Coordinator of Veterans and Multicultural Affairs. The coordinator will be responsible for working with other college offices and student organizations to develop a full slate of programs and services for Baruch’s veteran and multicultural student populations.

Community Service Projects: OSL sponsored Blood Drives in October, December 2009 and again in early March 2010. For the 6th year, OSL, working with a group of dedicated students in Baruch’s Colleges Against Cancer student organization is planning the Relay For Life overnight event for the American Cancer Society on Friday April 23 through Saturday morning, April 24. Last year over 1000 students participated in the Baruch College Relay, which was the second most successful collegiate Relay in the metropolitan area for 2009 raising $71,992. Together with the four previous Relays, the Baruch Relay for the American Cancer Society has raised over $333,000.

Testing and Evaluation
The Office of Testing and Evaluation is responsible for the Skills Assessment Program which incorporates the CUNY/ACT Compass/ESL Reading, Writing, Compass Mathematics, and Compass Mathematics Placement, CUNY Testing Borough Center, Course Placement, CUNY Proficiency Examination, Conflict Examination, SimNet Enterprise Program and Student Course and Faculty Evaluation Program.

A total of 195 skills assessment tests were given for 5,678 students in the 2008-2009 academic year. In addition to institutionalized test sessions, small group and individual
emergency sessions are also held on an as needed basis. These tests generate between 5,000 – 6,000 course placements.

All students who have completed 45 credits are required to take the CPE exam. A total of 4,167 students were invited to test. 2,668 took the exam and the pass rate was 87.48%. It was 89.4% last year. A total of 3,563 students took the SimNet exam. The pass rate for the first attempt was 51.11%, for the second attempt it was 66.55% and for the third attempt was 72.94%.

The Student Course and Faculty Evaluations are currently administered five times per year (Fall, Winter, Spring, Summer Session I and Summer Session II). During the 2008-2009 year, 4,877 evaluation packets were prepared. 149,390 scan forms were processed and 91,531 forms were scanned. 3,866 evaluation reports were generated and distributed. Electronic data files were also created and distributed to departments and offices. Detailed information can be obtained in the Office of Testing and Evaluation 2008-2009 Report.

**Undergraduate Admissions**

Baruch College enrolled 102 new freshmen and 1,347 new transfer students for the spring 2010 semester. Transfer numbers increased over our goal of 1100 by 247 on a surprisingly high yield. Due to increased demand, we implemented additional campus tours and information sessions for students and parents. Open houses were expanded to accommodate the increase in student interest. In the fall 2010 we conducted three Open House Events, and campus tours were offered twice a week.

Our recruiters visited more high schools and attended more college fairs throughout the metropolitan region compared to last year. We are working to build relationships with guidance counselors in new markets. More specifically, our recruiters visited high schools with reputations of high academic achievement in Long Island and northern New Jersey. This new recruitment initiative has piqued the interest of students from new high schools. We have already received positive feedback from these efforts. For example, Syosset High School, in Nassau County, will be bringing students on campus in May, for the second time this year, to attend a Zicklin Leadership series session and receive a tour of campus.

This spring we will be hosting two receptions for accepted students; one for the honors program (April 1) and another for the general freshman admits (April 8). We are also communicating with these admitted students, as part of our marketing strategy. In addition, we have adopted an early outreach strategy as part of our spring recruitment plan, which will bring high school juniors on campus. This is consistent with the increased interest in Baruch from juniors that we are seeing at high school visits and college fairs.
Budget and Planning

FY10 Budget Update
Despite deepening of the State's economic difficulties, through careful planning and management, Baruch has been able to hold to the spending plans adopted at the beginning of the academic year. The continued hiring pause for positions other than faculty and those providing direct services to students, combined with the strategic reductions in OTPS and part-time salary expenditures discussed at the fall General Faculty Meeting, have allowed the college to preserve its core.

The key service restorations and $2.1M of new Compact investments made in the fall have continued as planned and were further expended when President Altman released an additional $490K of Baruch’s tax-levy fund balance (CUTRA) to support additional strategic investments and restorations. This additional release of funds brought total restorations from the tax-levy fund balance to $1.64M for the fiscal year.

Based on current spending levels and projected tax-levy resources, the college expects to end the year with less than a $1M CUTRA balance. This balance would be a resource in FY11.

FY11 Budget Planning
As State budget conditions for the coming year continue to erode, the college expects the University to require further tightening and more targeted spending of limited resources. We anticipate that the State will fund our mandatory salary increases as well as modest expansion of the Compact program. The funding for these needs would, however, most likely come from the proposed two percent tuition increase. The projected University-wide base budget shortfall would remain and some portion will need to be absorbed by the college. In addition, the college will have to cover the loss of $2.5M in support from the University that we believe will be discontinued in FY11. In anticipation of such cuts, Cabinet has begun to undertake the difficult task of analyzing our current tax-levy spending program to identify potential areas of savings, including organizational efficiencies and options for drawing down on some of our non-tax levy balances during this difficult period.

Despite these challenges, Baruch is working to preserve its ability to provide an excellent education and is working with the University to identify support for our most critical needs. Our current proposal to the University includes hiring 11 new full-time faculty members (above FY10 replacement), including individuals who would increase the diversity of our full-time faculty. In addition, we hope to further enhance student services with several new full-time positions as well as make several key hires in computing and institutional services that are critical to the functioning of the entire campus. Our proposal to the University also includes a request to go forward with differential tuition increases to preserve and enhance the quality of our graduate programs.

While the markets have rebounded to some extent, Baruch College Fund support is projected to decline again due to a difficult fundraising environment. The decrease could be as large at 9%. Especially problematic is decline of unrestricted donations which provide flexibility to spending allocations. This lower level of support will continue to impact our ability to support faculty development and other key investment areas. College Advancement continues to work with many of our generous donors to provide new funding as well as temporary relief during this difficult period.

Finance

New Staff
We welcome Dorothy Himes who was appointed the College Bursar in January.

Internal Processes
The Finance Department in conjunction with Purchasing and other College departments is undertaking a review of selected internal processes. Some of the areas under review will be cellular usage, non-tax levy procurement, travel, contract workflow and signature authorities.
Facilities

The Renovation of the Field Building at 17 Lexington
The stacking plan for the building has been completed and the final meetings regarding test fits are occurring now. We are now working with the architects to define the elements of a first phase of construction. Based on initial analysis infrastructure the first floor and new laboratories for the Natural Sciences are among the first elements that would be renovations. The focus currently is to finish design development of infrastructure. Additionally CUNY has issued an RFP for a construction manager and the responses by industry have been encouraging. We expect the construction manager to join the team in May or June and begin working with our architects on construction documents and phasing plans. The school has requested capital funds for a large a Phase I but funding is uncertain at this time. Even if additional funding is not provided in FY11, there should be enough funds to begin some infrastructure work in the latter half of calendar 2011, which also provides another state funding cycle to secure funds for a large Phase I.

New Dormitory
We continue to search for and evaluate real estate for the possible use as a dormitory. However, recently, Baruch signed a two year agreement with the School of Visual Arts for a 126 beds at their newest residence hall on the Lower east Side. These beds will be available at the beginning of the next academic year.

The 24th Street Canopy Installation
The original design for this canopy failed in the testing stage of design. The canopy is in redesign and the new design will be much cheaper and will now shield pedestrians from both ice and rain. The construction for the new canopy is scheduled to be completed before the next winter so that there will not be a need for another sidewalk bridge.

Escalator Replacement
The replacement of the escalators is still scheduled to begin this summer and be completed sometime in 2011. The new escalators will not only be more reliable, but will also utilize less energy.

Vertical Campus Elevators
Campus Operations has obtained the services of a vertical transportation engineer who is evaluating the current operation of both the 6 pack and 3 pack elevators. Preliminary findings infer that significant changes need to be made to the programming of these elevators.

The Information and Technology Building brick re-pointing project
Per Local Law 11 the brick and motor repairs have been completed and approved by the city. The project took about twice as long to complete as originally planned due to the unusually wet summer.

Color in the Vertical Campus
Campus Operations continues to add color to the interior common spaces of the Vertical Campus. In addition, way finding and other signage is being added throughout the building.

Human Resources

Service Awards and Baruch Excellence Awards
The 23rd annual Baruch College Employees Service award event will be held on April 21, 2010. President Altman will host the ceremony which celebrates the honorees for their dedication and commitment to Baruch College. We will recognize 182 employees for 10, 15, 20, 25, and 35 years of service. In addition, we will honor 76 employees who have attained more that 35 years of service spending their entire careers at Baruch and CUNY. The Baruch College Excellence award will also be conferred on those employees nominated by their colleagues and selected for their outstanding contribution to Baruch.

Benefits
Our third annual Benefits Fair was held on October 14, 2009. A total of 25 vendors participated and 60 employees attended the event. Both employees and vendors deemed the event a success. There were
handouts and in depth information available on all the benefits available to the Baruch College faculty and staff.

CUNY introduced a new benefit in 2009, the CUNY Work/Life Program. It is a confidential and free program that offers a wide range of information and support to employees and their families. The Work/Life Program is offer through the Corporate Counseling Associates (CCA). In addition to psychological counseling they offer resources for finding child care, stress management, researching assisted living facilities for adult care. They are available 24/7 and have been used by substantial numbers of CUNY employees.

Baruch will celebrate National Employee Benefits Day, April 6, 2010, by inviting vendors and employees to stop by from 10am to 3pm at the event which will be held in the Newman Library, Room 750. There will be break out seminars by the CUNY Work/Life Program, Asset Allocation, TIAA-CREF, College Savings Plan, and MetLife among others. At the end of the day the will be a raffle of donated prizes such as tickets from the Baruch Center for the Performing Arts, umbrellas from TIAA-CREF, sweatshirts from the bookstore.

Learning Opportunities

Informational sessions designed to assist managers of HEO series employees in the evaluation process, entitled "HEO Series Reappointment Process," were offered during the winter intersession. The sessions provided a general overview of the HEO series staff reappointment process and contractual guidelines for conducting the performance evaluation conference. To further assist managers with this process we revised the guidelines document to serve as a job aid that includes a performance evaluation check list and sample goals and objectives. Approximately 20 supervisors attended the two sessions.

During the Spring Semester several session of a one-day “Customer Service” course will be offered. This program was developed through funding from the President’s Office and a joint effort by our Training and Development Specialist and the Office of Continuing and Professional Studies. In addition to our on campus learning opportunities we have communicated to the campus and facilitated the enrollment in various training opportunities at CUNY University Training and the Citywide Training Center.

Domestic Violence Prevention

Our Training Specialist was appointed by the College President as the Domestic Violence Liaison for the College in compliance with the Governor’s Executive Order #19. A committee has been formed to create awareness and provide education regarding intimate partner violence in the workplace. Baruch College participated in the New York State Domestic Violence Awareness Day, October 14, 2009, by encouraging faculty and staff to wear purple in an effort to raise consciousness regarding this issue. This Spring Committee members will offer a training program for faculty and staff to address this problem. All faculty and staff who have supervisory responsibilities will be required to attend a session.

Website for Baruch Faculty: Teaching Blog

The Baruch College Teaching Blog, developed in a joint effort by the Office of the Provost and the Office of Human Resources, continues to provide a forum for faculty members to discuss teaching and share and challenge ideas and techniques for effective teaching. Faculty members regularly participate in the general discussion on college teaching by writing posts or commenting, resulting in over 60 posts and more than 250 comments thus far. The Teaching Blog can be found at:

http://bllciblogs.baruch.cuny.edu/teachingblog/

Classified Staff

The Office of Human Resources continues to provide guidance to managers regarding Labor issues and contract interpretation. The number of grievance cases at Baruch is extremely low and most disputes are settled locally before they escalate to official grievances. We sponsored a labor relations workshop on June 11, 2009 given by Carmelo Batista, University Director for Classified Staff Labor Relations, and Marc Ragovin, University Hearing Officer. The workshop was attended by HR professionals from all over CUNY and was a good start to a series the University plans to develop on Blue and White Collar Labor relations.

EPAF – Electronic Personnel Action Form
The success of the EPAF for all part time instructional staff in Fall 2008 has generated a sequel, the EPAF for all part time staff. The new addition is ready for user acceptance testing to be followed by a pilot program. The goal of the system is to improve workflow, quality control, cost efficiency and ultimately timely payroll processing. This has been achieved for the part time instructional staff and we anticipate a similar improvement in the processing of the non instructional part time staff.

**Appointments**
The Office of Human Resources is committed to supporting the College in attracting, developing, and retaining a highly qualified work force to support our mission of excellence in education and research. Since August 2009 there have been 50 new full time appointments.

**CUNYfirst**

Generally speaking the expected deployment of CUNYfirst modules has slowed significantly from planning envisioned a year ago. Recently delays to Procurement and Campus Solutions have been announced, and budget functionality will, initially, be not built out as expected.

In addition the Talent Acquisition Module (TAM) has been temporarily pulled back from service for some business process modifications to include providing a paperless method of getting resumes to search committees in a fast and efficient manner. TAM has been used to post 52 jobs. Baruch is working on its own HR and TAM CUNYfirst roll out to be accomplished over next six to eight months. Eventually this system will allow every staff member on all CUNY campuses to log onto CUNYfirst and view their own employee and benefits information. At a later phase of the implementation we will also interface with the New York State payroll system and provide more self-service features. A series of training programs for Baruch employees will be initiated during the Spring of 2010.
Last year, Baruch College publicly announced the *Baruch Means Business Campaign* and our goal to raise $150 million. To date, we have raised over $102.5 million towards that goal. The first year of the public phase was tempered by the economic recession and internal leadership transition both president and a new vice president for advancement.

Last year, over one third of the BCF endowment accounts (over 70 funds) were deemed underwater (the value of the principal, after investment losses, was less than the original gift) preventing the College from accessing money in these accounts. The funds affected included scholarships, faculty chairs and department and program support funds. Our efforts to raise additional funds or seek donor approval to temporarily invade endowments as a means of mitigating the detrimental impact of losing access to these funds was incredibly successful. Fiscal year 2011 will show marked improvement in endowment returns with far fewer accounts underwater. We are still, however, generating less than half the endowment income of a few years ago.

There were several new gifts made over the last few months that have helped bring the campaign to this point. We would like to recognize and acknowledge the following:

- George Weisman ’39 very generously left Baruch College a $500,000 bequest, which will support the Weisman Center for International Business.
- The Starr Foundation, among the College’s top 5 most generous donors historically, has given $500,000 in support of the Weisman Center for International Business’s study abroad scholarship program.
- Alfred Strum ’37 has committed $125,000 through a life income gift (charitable gift annuity, or CGA).
- Arlene ’50 and Bernie ’49 Richards gave a gift of $250,000 half of which has been designated toward their scholarship and half as an unrestricted gift. Since unrestricted gifts to the campaign are critical, this is noteworthy and we will dedicate a classroom in the Newman Vertical Campus to commemorate their gift.

As many of you know, President Altman has been looking ahead to further strengthen Baruch’s successes, reputation and future with a strong focus on three critical areas:

- Academic Excellence, Leadership and Diversity
- Professional and Executive Education
- Campus Expansion
Small working groups comprised of BCF Trustees, key College administrators and close friends of the College were assembled last October to address each of these opportunities. These groups have met and strategized over the past several months to develop their recommendations to the College and how each initiative will move ahead. We would like to thank Larry Simon ’65 and Ben Corpus, Vice President for Student Affairs - co-chairs of the Academic Excellence, Leadership and Diversity Committee; Larry Zicklin and Provost Jim McCarthy - co-chairs of the Professional and Executive Education Committee; and Kevin Boyle MBA ’90 and Gabe Eszterhas, Vice President for Administration and Finance - co-chairs of the Campus Expansion Committee.
ENROLLMENT:
The School of Public Affairs (SPA) welcomes 146 new graduate students this spring semester, representing a +15% increase in new graduate students from last spring’s entering class. SPA’s new graduate students include 82 enrolled as traditional MPA students (representing a 0% increase in new MPA students from last spring), 27 are enrolled in the Higher Education Administration program (a +8% increase from spring 2009), and 37 new SAM students.

Total SPA graduate enrollment for spring 2010 is 925 students, or +18.6% spring 2009 enrollment. Ethnicity data for 902/925 SPA graduate students reporting ethnicity is as follows: 41.6% White (-0.6%); 20.4% Black (-2.5%); 15.4% Hispanic/Latino (+0.8%); 9.0% Asian/Pacific Islander (+1.3%); 0.10% American Indian or Native Alaskan, 3.2% Other (-1.0%), and 10.3% (+2%) choose not to respond. SPA’s graduate student population is comprised of 68.5% women and 31.5% men, (+/- 2.0%, respectively). Percentages in () represent changes from Spring 2009 enrollment.

The School of Public Affairs enrolled 96 undergraduate majors this spring (+24.7%). To date, SPA has identified 104 undergraduates pursuing the BSPA curriculum who are in the process of declaring an official major; this is up from 71 students so identified last year at this time, or a +46.5% increase. These students are not reflected in the demographic data reported here, but reflect successful outreach and growing interest in the BSPA major. These students are included in total SPA enrollment reported in the last line of this report. Ethnicity data for the 87/96 SPA undergraduate students reporting ethnicity is as follows: 27.6% White (non-Hispanic) (+2.6%); 13.8% Black (-5.6%); 32.2% Hispanic/Latino (+11.4%); 11.5% Asian/Pacific Islander (-3.8%); 9.2% Other (+2.3%), and 5.7% choose not to respond (-6.8%). SPA’s undergraduate student population is comprised of 65.6% women and 34.4% men (+/- 8.6%, respectively).

Total SPA spring 2010 enrollment equals 1125 students, or +21.2% increase from spring 2009.

SPA FACULTY, STUDENT, and ALUMNI NEWS:
Twenty Baruch College juniors and seniors in the Bachelor of Science in Public Affairs program are recipients of the first round of scholarships funded by a $1 million dollar generous gift from Baruch alumna Amy Hagedorn, class of 1958. The recipients are: Yousef Aanab, Caroline Camilo, Jennifer Cid, Katsiaryna Colka, América Erne, María Galarza, Jennifer Gonzalez, Caitlin Hannon, Horace Henry, Alexandra Herrera, Philip Kao, Heather Layland, Kaarine Mohammed, Uchenwa Njoku, Chris Parker, Anna Ponomareva, Yelky Ramos, Giovanna Romero-Gil, Jose Luis Sanchez, and Sophia Zardiashvili. Fellows are funded with $2,000 per year fellowship over two years. As noted, the program has been made possible by generous funding from the Hagedorn Foundation, and aims to attract potential leaders in the public and non-profit sectors to the undergraduate study of public affairs.

Danielle Bonaccorso, MPA ’10, was selected as a finalist for the competitive Presidential Management Fellows (PMF) Program.
**Thomas Krever, XMPA ’99**, was appointed by Mayor Bloomberg to serve on the New York City Commission for Lesbian, Gay, Bisexual, Transgender and Questioning (LGBTQ) Runaway and Homeless Youth.

**Gregorio Morales, MPA ’09** was hired as Deputy Director of Policy Analysis & Fiscal Management for New York City Department of Parks and Recreation’s Parks Opportunity Program, one the largest transitional employment programs in the nation.

**Michael C. Capobianco, MPA ’06** was recently appointed Executive Director for The Catalog of Giving of New York City. Prior to joining The Catalog, Mike was National Director at New Leaders for New Schools.

**ACADEMIC PROGRAMS:**
Professor Casey and Professor Krauskopf received a grant from the Robert Sterling Clark Foundation for The Center for Nonprofit Strategy and Management to support the production and dissemination of three case studies on public advocacy campaigns. The goal of the project is to “strengthen individual and organizational capacities for advocacy for the less powerful citizens of New York City.”

Professor Balk received an American Recovery and Reinvestment Award (ARRA), from the NICHD titled “Revitalizing Urban Population Projections: New Data, New Methods.”

Distinguished Lecturer Lizabeth Gewirtzman has received a grant jointly funded by New York State and the Wallace Foundation to fund “Educational Leadership Program Enhancement.” The three-year program will support clinical internships in educational leadership, with an effort of aligning educational leadership training with academic theory and best practices research.

This year’s Public Affairs Week (7th Annual) met the week of March 8-11. Speakers were Jonathan Zimmerman, Steinhardt School of Education at NYU; Daniel Kikuji Rubenstein, Brooklyn Prospect Charter School; Peter Goldmark, Environmental Defense Fund; Edward Schwartz, Green Living Solutions of New Jersey; Michael Alix, Federal Reserve Bank of New York; Jonathan Chanis, New Tide Asset Management; Jennifer Bryant, PhRMA; and Jonathan Oberlander, University of North Carolina, Chapel Hill.

SPA is in the midst of searching four faculty lines, in higher education administration, communications, non-profit management, and public affairs. The new lecturer in public affairs will teach predominantly in SPA’s undergraduate BSPA major. New faculty in the other three disciplines will teach a mixture of both graduate and undergraduate classes. Search committees have scheduled campus visits for 14 candidates over the months of March and April. Dean Birdsell would like to extend thanks to all faculty participating in the searches.

On March 15, 2010, President Altman and Dean Birdsell hosted a morning and lunch gathering for faculty and staff from University of Aberdeen in Scotland. During the morning discussions, they met with senior Administrators from the College and engaged in mini-sessions on issues relating to leadership development in institutions of higher education. Dean Birdsell thanks everyone who was able to take some time to meet with the group.
On April 15, 2010, Dean Birdsell hosted Professor Alex Vanderstraeten and 38 students from University College Gent in Belgium. They met with SPA graduate students for lunch and attended lectures given by Associate Dean Jonathan Engel and Professor Vanderstraeten.

**EVENTS AND OTHER NEWS:**
The Center for Innovation and Leadership in Government (CILG) forums: November’s program focused on the New York’s loss of jobs. *Unemployment Tops 10% -- Where Can We Turn?* examined job loss trends, profiled the unemployed, and suggested possible solutions. Speakers were Deputy Mayor for Economic Development Robert Lieber, Economist James Parrott of the Fiscal Policy Institute, Rae Rosen, assistant vice-president of the Federal Reserve Bank of New York, and David Jones, president of the Community Service Society. The moderator was Sarah Bartlett, director of the Urban Reporting Program at the CUNY Graduate School of Journalism.

December’s event featured five journalists who reviewed the recent municipal elections and focused on such issues as the low voter turnout in spite of huge campaign expenditures; the new personalities in city-wide positions; and the impact of the term limits issue. The panel was titled *Altered Political Landscape: City Hall 2010.* Participants were Errol Louis of the New York Daily News, Clyde Haberman of The New York Times, Erica Gonzalez of El Diario, Tom Robbins of The Village Voice, and Nicole Geinies of the Manhattan Institute. Professor Doug Muzzio moderated the lively discussion, which drew a large number of attendees.

Most recently we partnered with the Citizens Union in hosting a program titled *Charting New York City’s Future,* which examined the likely agenda for the next Charter Revision Commission, just appointed by Mayor Bloomberg and to be chaired by CUNY Chancellor Matthew Goldstein. An overflow audience heard the charter-related issues debated by Eric Lane, 1989 Charter Commission director; Ester Fuchs and Stephen Fiala, members of the 2005 Charter Commission; and former NYC Comptroller Bill Thompson. A broad range of issues were covered under the guidance of moderator Doug Muzzio; and a very involved audience offered many ideas and posed provocative questions.

All of these panels were taped for airing on CUNY-TV and were also streamed on the SPA website. On March 25 we held the panel on the 2010 Decennial Census, moderated by Sam Roberts of the New York Times and featuring Tony Farthing, Regional Director of the US Census Bureau; Stacey Cumberbatch, the City’s Census Coordinator; Joseph Salvo, Director of the Population Division of the City Planning Department; and Seema Agnani, who heads an immigrant organization that has been actively organizing to increase census participation. In addition, we are co-hosting an event in April in partnership with the New York Women’s Agenda, that will deal with the issue of Equal Pay.

This spring we say good-bye to Barbara Fife, who has given the Baruch and CUNY communities 16 years of dedicated service. The School of Public Affairs has benefitted enormously from her knowledge and expertise. Please join us in wishing her well in her retirement.
The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS and MBA degrees. In addition, the Zicklin School trains students enrolled in PhD programs through the CUNY Graduate Center.

At the end of October 2009, AACSB representatives visited to review the Zicklin School of Business programs and the Stan Ross Department of Accountancy for reaffirmation. Both units were awarded reaccreditation for the full six year period.

The Undergraduate Program had a number of faculty and administration representatives actively participating in meetings with the AACSB team. These individuals included representatives from our Undergraduate Curriculum Committee, our BBA Learning Assurance Committee, the Starr Career Development Center and from the Zicklin undergraduate program. The reviewers were impressed with the quality and diversity of our students, our ability to serve such a large population effectively, and our outstanding learning assurance efforts.

The Zicklin Undergraduate Program has accepted approximately 800 new students into business majors since the completion of the fall 2009 semester. In January and February 2010 four orientation sessions were held for new students where students met with Dean John Elliott, Associate Dean Phyllis Zadra, Dr. Patricia Imbimbo of the Starr Career Development Center and Dr. Ronald Aaron from the Office of Student Development. Students then met with advisors from their respective major departments and with their student colleagues to learn about their intended majors and the Zicklin School. Ms. Suzanne Epstein, the Deputy Director of the Schwartz Communication Institute visited many of the groups individually to explain how the Schwartz Institute can assist both students and faculty.

Undergraduate assessment activities are ongoing at the Zicklin School. The assessment program is on a three year schedule and we are now repeating assessments that were first completed in 2006. In fall 2009 we re-evaluated the written communication skills and analytical skills of our Zicklin seniors. Students in eight BPL sections (the Zicklin capstone course) were given a short case and requested to complete a take home written assignment analyzing the case and making appropriate recommendations. The 189 papers were read by different evaluators for written communications skills and analytical skills. Each paper was read by three evaluators for writing skills and a different three evaluators for analytical skills. The details of the analyses can be found on the College’s Institutional Research website. The results for written communication did not show the significant improvements that were observed in the oral communication skills comparison of 2006/2009. Although faculty development efforts in the undergraduate program have focused on integrating more communication assignments and interactive learning in pre-business and business core courses, it is unclear how many new communication assignments involve writing. It appears that we have been more successful in requiring oral communication assignments and that there are relatively few assignments that include writing with feedback and rewrite opportunities. The BBA Learning Assurance Committee indicated some concern about results of the analytical skills assessment and written communication skills assessment and these concerns were conveyed at the February 2010 Zicklin faculty meeting.

Zicklin academic departments continue to assess their majors. In fall 2009, the Wasserman Department of Economics/Finance completed its first assessment of their finance majors and the Department of Marketing and International Business completed its first assessment of marketing majors. In spring 2010 assessments of CIS, entrepreneurship majors, and Real Estate development majors are expected to be completed.
The Quant Group, formed last summer, consists of ten Zicklin faculty members: (STA/CIS) Raquel Benbunan-Fich, Robert Blau, Eleonora Curlo, Elsie Gottlieb, Lawrence Tatum; (ACC) Harry Davis, (ECO/FIN) Sonali Hazarika, Sebastiano Manzan; (MGT) Will Millhiser; (REA) David Frame. This group is committed to making the quantitative and technological curriculum for Zicklin students more integrated and its work is ongoing. In January the Bbsite, named BROAD and developed by Raquel Benbunan-Fich, went live. It displays some of the completed problem-sets that have been developed by the membership with the plan to have these problem-sets adopted by appropriate courses and integrated into all of the sections in the next several months.

The new majors in Digit Marketing and International Business will be available to Zicklin students in fall 2010. A separate application is required for the International Business major.

Graduate Admissions is exploring new recruiting opportunities. Zicklin is one of a dozen MBA programs chosen to take part in the Graduate Management Admissions Council's (GMAC) GMATCH Virtual Fair on April 6th and 7th. Of the 12 MBA schools chosen, only five are from North America. In addition to the virtual fair, Zicklin has explored other unique recruiting events, including one-to-one forums, events at which vendors match Zicklin with prospective candidates, and events that cater to underrepresented minorities like MBADiversity.org's fair in NYC in March. Zicklin also continues to canvas its traditional markets for prospective students, including the local market, regional and national markets, and international markets including India, Taiwan, China, and South Korea.

Spring 2010 saw a 19% increase in new Zicklin graduate students. The increase was supported by the continued growth in MS students, with an 81% increase. The number of new MBA students fell by 16%. While the deadline is two months away, fall 2010 applications appear to be on par with the fall 2009 cycle: MS applications are up 5%; Full-time Honors applications are about even; total MBA applications are down 5%.

The Leadership Lecture Series continues its monthly program. In the fall, Zicklin welcomed speakers including Tommy Hilfiger and Craig Newmark, founder of Craigslist. Zicklin Graduate students participated in a number of competitions, including the ACG Cup for the second straight year. A group of students from the Accelerated Part-time MBA Program competed in a Reaching Out's National Case Competition. The group took first place, beating out Harvard Business School (2nd place) and Columbia Business School (3rd place).

The Zicklin Graduate Career Management Center had quite a busy fall, seeing a 29% increase in student visits in fall 2010 over Fall 2009. Its career management workshop offerings continue to be supplemented with job search groups for both students and Zicklin alumni, many of whom have been affected by the economic downturn. In a continued effort to help students with their networking efforts, the GCMC and Executives On Campus (EOC) matched 102 graduate students with executive mentors this past fall as part of the Executive Student Partnership (ESP) Program, which is in its tenth year. Several student participants received internships as a result of the professional connections they gained through this program. In addition, the GCMC and EOC hosted two separate "Mentor for a Morning" events with over 30 executives and 75 students participating to meet and talk to industry experts from various fields, many of which continued relationships beyond the program. The GCMC also enjoyed a new partnership with the School of Public Affairs, with whom they co-sponsored a Career Day attended by 384 students from both schools and 34 employers.
An International Executive Programs (IEP) graduation ceremony took place in Singapore (February 28, 95 graduates) for the academic year of 2009/2010 with degree conferred dates of September 1, 2009 and February 1, 2010. The remaining graduations are scheduled: Israel (June 10, 34 graduates); Taiwan (July 31); and Paris (first week in June). New cohorts are currently underway in each location.

In Fall 2009, the Department of Marketing and International Business, under the aegis of the MarkLab and with the support of the Park Bench Marketing group, organized a panel discussion on “The Changing Dynamics of Public Relations”. Speakers included leading practitioners in the Public Relations community from Middleburg Communications, IBM, PR Newswire, Flatiron Communications and Southard Communications. In Spring 2010, Professor David Luna moderated a panel discussion on Marketing and Advertising careers organized by the Starr Career Development Center, with speakers from the International Advertising Association, Showtime, Morpheus, GroupM and the Zlokower Company.

The Park Bench Marketing group, an in-house marketing consortium comprised of graduate and undergraduate students, conducted projects for the Baruch Sustainability Task Force, Business Wire, Ten Second World, La Scuola d'Italia, Jamaica Center for Arts & Learning, and the American Cancer Society.

The International Business area, led by Professor Lilach Nachum, organized the Weissman Center International Business Seminar series. The presenters included Ruth Aguilera (Illinois at Urbana-Champaign), Zur Shapira (NYU), Tatiana Kostova (South Carolina), Heather Barry (Wharton), Gautam Ahuja (Michigan) and Michael Hitt (Texas A&M).

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 327 events in the Fall 2009 semester. Events included 188 class sessions for for-credit courses in a range of disciplines, 43 non-credit workshops on Reuters and Bloomberg, 40 corporate and executive education events and 56 special events including trading simulations, guest lectures, student club events and coverage of Federal Open Market Committee testimony. The Center is host to the 2009-2010 MBA Asset Management Competition. Teams of MBA students are managing equity portfolios over a 5 month period and will submit final reports to a panel of professional asset managers in April. The Center has acquired 10 additional Bloomberg terminals that are now available on the trading floor.

The Weissman Center for International Business (WCIB) has expanded student services to evening hours by keeping its offices open until 7 PM on Wednesdays in order to better service students who work during the day and attend classes in the evening.

The Center completed work on an interactive portal that integrates significant aspects of student-related study abroad administration. The Center also provided administrative support for the Presidential Internship Program and for the launch of a new undergraduate International Business major in the fall of 2010.


The Center also hosted a luncheon with Mr. Ogawa, Executive Vice President, Mitsui & Co. (U.S.A.), Inc. and recipients of the Mitsui USA Graduate Scholarship in International Business. President Stan Altman participated in the luncheon.

The Center launched a joint research consortium in accounting and management with the School of Accounting, Southwestern University of Finance and Accounting (SWUFE), China. The objective of the consortium is to facilitate accounting research and learning through various joint activities between Baruch and SWUFE.

The Robert Zicklin Center for Corporate Integrity (ZCCI), presented Sustainability 2.0 on November 2, 2009. This day long event consisted of three panels focusing on how business strategy to use limited resources - water, power, and real estate - in a sustainable manner. The event featured executives from leading companies including IBM, Pepsi, CISCO Systems, and United Technologies. The program was run jointly with the Steven L. Newman Real Estate Institute and Corporate Communication International.

ZCCI sponsored Ensuring Integrity: 4th Annual Audit Conference, a forum for interaction between business, public accounting, academics, and policy setters from the American Institute of Certified Public Accountants (AICPA), the Securities and Exchange Commission (SEC) and the Public Company Accounting Oversight Board (PCAOB). It also examined the current best practices of ethics and independence within the auditing profession. The conference was organized in partnership with the National Association of State Boards of Accountancy's Center for the Public Trust.

On December 7th, ZCCI hosted A Brief History of Scandal an abbreviated version of the popular NYU Stern School class taught by Marc Hodak. Attendees heard stories of great scandals from the railroads and Robber Barons up to Enron and Madoff, and what lessons they still teach us, discovered why business scandals tend to proliferate during economic downturns, and how history repeats itself. This program was co-sponsored by the CEO Trust.

ZCCI presented Good Fraud Management on March 17, 2010. The presenter, Jonny Frank, Fraud, Risks and Controls leader of PricewaterhouseCoopers, spoke of why leading organizations now view fraud management as a profit, rather than a cost center. Mr. Frank highlighted 2009’s top fraud cases and examined emerging fraud and misconduct trends.
In a period of continuing financial uncertainty, the Weissman School of Arts and Sciences has sustained ongoing initiatives and added new ones to the roster of its accomplishments over the past six months. During this period, the college has devoted considerable effort to the preparation of the Comprehensive Institutional Self-Study for the Middle States Association of Colleges and Schools, a task that demanded the attention of a large number of Weissman personnel; and many of our recent projects, such as the Freshman Learning Communities and the assessment of our programs, are described at length in the pages of that document. At the same time, we have continued to build our reputation as an intellectual center by hosting a range of public events; we have found ways, even in these lean times, to expand our faculty and to support their scholarship; we have received an assortment of fellowships, grants, and awards; and we have expanded our contributions to the cultural life of the college.

**Weissman as an Intellectual Center**

Following last spring’s enormously successful installment of the Addison Gayle Memorial Lecture, featuring a talk by Gloria Steinem, the Department of English has planned an event on April 20th that will turn the spotlight on the namesake of the series, Addison Gayle, Jr. This occasion, a workshop to be conducted by the editor of *The Addison Gayle Reader*, Professor Nathaniel Norment, Jr. of Temple University, will provide a welcome opportunity to assess the achievement of our late colleague, one of the key figures in the Black Arts movement, and to celebrate his memory.

The Global Studies initiative continues this semester with the first offering of a new course entitled “Globalization, Past, Present, and Future,” which is being taught by Dean Peck with weekly guest visits from a group of Weissman faculty: Professors John Brenkman (English), Dov Waxman (Political Science), Gene Park (Political Science), Katrin Hansing (Black and Hispanic Studies), Shelley Eversley (English), Joshua Mills (Journalism and the Writing Professions), Alison Griffiths (Communication Studies), Timothy Hoellein (Natural Sciences), Ken Guest and Glenn Petersen (Sociology/Anthropology). In addition to this course, the Global Studies initiative has included a series of visiting lecturers—most recently, a talk entitled “Higher Education and the Quest for Global Citizenship” by study-abroad specialist Ross Lewin—as well as a conference on the topic of “Diversity and Internationalization.”

The Weissman School celebrated a significant curricular milestone with the recent passage of the Biology major by the CUNY Board of Trustees. For the first time in its history, the school will now offer a major in one of the natural sciences on a permanent, rather than an ad hoc, basis; and the Department of Natural Sciences has further expanded its offerings with the creation of a Tier III minor in Physics. Moreover, the Weissman School’s Curriculum Committee, working with the School of Public Affairs and the Zicklin School, has created a program that will permit qualified BA Economics majors to earn a Master of Public Administration degree in only five years (as opposed to the usual six) by taking a selection of graduate courses in their senior year as undergraduates. Recognizing that the contemporary job market increasingly demands a graduate degree of would-be professionals, the designers of the five-year program have made it possible...
for some of our best students to compete effectively for a range of public sector positions with only one additional year of study.

**Recruitment of New Faculty**

In spite of the considerable financial challenges of the past year, the Weissman School has again succeeded in filling a number of crucial faculty positions. Next year, Professor James Gatheral, who has been described as one of the top five practitioners of his discipline in the world, will join the Department of Mathematics on the faculty of our graduate program in Financial Engineering. The Department of Natural Sciences has hired experimental physicist Professor Stefan Bathe on a cluster line funded partly by the Brookhaven National Laboratory and partly by the office of CUNY’s Vice Chancellor for Research, Dr. Gillian Small. The Department of Fine and Performing Arts is currently conducting a search in the area of New Media to fill a line funded by the Macaulay Honors College, and French Historian Professor Minayo Nasiali has accepted an offer to join the Department of History as an assistant professor in the fall of 2011. During this academic year, six different departments are conducting searches to find permanent occupants for seven CUNY COMPACT lines. Thus far, two of these searches have been successfully completed: Jarrod Pickens will join our faculty as Lecturer in Mathematics, and Shigeru Suzuki will be Assistant Professor of Japanese in the Department of Modern Languages and Comparative Literature.

**Awards, Fellowships, Grants, and Support for Scholarship**

In the last six months, our faculty, our students, and the school itself have all enjoyed success in the competition for grants and awards. Professor Walter Wang has been honored with the 2009 CUNY Chancellor’s Award for Excellence in Undergraduate Mathematics Instruction, which he will receive on October 29th at the annual reception for new faculty at the CUNY Graduate Center; and Professor Sandeep Sreekumar of the Department of Philosophy is this year’s winner of the Whiting Teaching Award. Among our students, Master’s candidate Mr. Daniel Forman has become the first winner of the Salih Neftci Memorial Scholarship, which was awarded by the Financial Engineering Alumni Committee (a special mention was given to Mr. Peter Salzman). For the first time ever, Baruch College was invited to nominate students to compete for the prestigious Jeannette K. Watson Fellowship. Of the four candidates whom we put forward for the competition, two—Ms. Renelle Lawrence and Ms. Patrycja Ajdukiewicz—succeeded in winning fellowships. Finally, the Weissman School has been named a semi-finalist in the national Creative Campus Innovation Grants competition. Baruch’s entry, jointly conceived by Dean Peck and BPAC Director John Malatesta, is entitled “Performing Diaspora: Identities in Motion”; it was one of 31 projects selected from a field of 150 applicants. The final proposal was submitted on March 1st.

CUNY and the Weissman School have provided support for faculty scholarship in the form of fellowship leaves, released time, and travel funds. Six of our faculty members have received 80% fellowship leaves, and one has received a half-year leave at full pay. In addition, forty-five Weissman faculty members have been awarded released time for spring or fall 2010, and a total of $85,000 has been distributed in travel funds.
Promotion of Cultural Activities

This year the Sydney Mishkin Gallery, under the direction of Sandra Kraskin, became a part of the Weissman School and saw its attendance reach a record high, with 300 people attending the opening reception of Mercedes Matter: A Retrospective (the show has also been seen by more than 600 Freshman Seminar students). The Wall Street Journal called this exhibition “A New York School Standout” in a major review; the show was also reviewed in Artforum magazine online. To accompany the exhibition, a 275-page hardcover book with four scholarly essays was produced in conjunction with the Mishkin Gallery. The exhibition will now travel to museums in California, East Hampton, and Iowa.

The Sydney Harmon Writer-in-Residence this spring is poet Major Jackson, who read from his work on March 16th. Last fall the position was held by novelist, playwright, and screenwriter Joseph O’Connor.

The Baruch Performing Arts Center (BPAC) has presented a variety of performing arts events for Baruch students, faculty, staff, and alumni, as well as the local neighborhood and general public. The debut performance in the Nagelberg Theater of the fall 2009 Season included an eight-week run of The Buddha Play, written and performed by Evan Brenner. Based on the Pali Canon, this was a one-man show about the life of Siddhartha, the man who became known as the Buddha. In the fall of 2009, the National Yiddish Theater Folksbiene became BPAC’s new resident theater company and brought the debut of another one-man show to the Nagelberg stage: legendary theater actor Theodore Bikel in Sholom Aleichem: Laughter through Tears, which ran for six sold-out and critically-acclaimed weeks. During that time, Folksbiene also staged their Kids & Yiddish series, a cabaret benefit, and several staged readings of new works. Other theatrical selections have included the Great Works Reading Series presentation of Tartuffe and the Master Works Reading Series presentation of A Doll’s House. Finally, BPAC co-created a new children’s play with One-Time Productions entitled Baba Yaga and the Pumpkin Fairy, based on a Russian folk tale.

The college’s resident chamber music group, The Alexander String Quartet, celebrated the 200th anniversaries of Mendelssohn and Schumann, and the Silberman Concert series offered lecture-demonstrations by the Quartet for almost 1,000 Baruch students in the fall, as well as the Ortner-Roberts Duo, a group that has fused Harlem stride piano with klezmer clarinet music. The Milt Hinton Jazz Series began its 18th season with Brazilian jazz by Trio Da Paz and a special lecture from Latin-jazz percussionist Bobby Sanabria. A new series entitled the Concert Meister Series included Albena Danailova of the Vienna Philharmonic Orchestra, Roman Spitzer of the Israel Philharmonic Orchestra, and Glenn Dieterow of the New York Philharmonic Orchestra, among others. The India Center sponsored classical and folk Indian music and dance, and Harrice Miller Entertainment also brought a concert of classical Indian music.

The musical season also included solo pianist Elisha Abas, the New York City Classical Guitar Society concerts, the New York Piano Society, and a special winter concert by eight-time platinum recording artist George Winston. The third season of Weissman Talks included an interview with Theo Bikel and a special film screening of the critically-acclaimed 1975 film
With these and other offerings, the Weissman School and the Baruch Performing Arts Center continue to make an essential contribution to the cultural life of Baruch College and of New York City.
This has been an outstanding year in athletics for Baruch. Every single team in the Fall season finished either in 1st or 2nd in the conference. Two teams made the CUNY finals, and one team, Women’s Cross-Country won the championship. At the end of the fall season, we were one point behind our archrival, Hunter College. However, at the end of the winter season, we have pulled ahead and lead Hunter by 41 points.

The winter season was even more successful for our athletic teams. Once again, every single team either finished 1st or 2nd in the conference standings. And this time, 3 teams (Women’s Basketball, Women’s Swim, and Men’s Swim) took home CUNY Championships. Men’s Volleyball has not completed their season, and are currently ranked 4th in the nation, with exciting wins over Harvard, and UC Santa Cruz.

Academically, our teams have remained very consistent, and for the first time, the average GPA’s of all teams combined, was better than 3.0 (200+ athletes). There were over 70 CUNY scholars (GPA’s over 3.2); and currently there are 15 student-athletes that are either Baruch Scholars or CUNY Honors College scholars.

There are still 3 spring sports getting ready to start their season with high hopes for all of them (Men’s Tennis & Men’s Baseball are the defending CUNY Champs; and Women’s Softball). Baruch is on the threshold of breaking the all-time CUNY record for most CUNY Championships won, in a single year. (current record is 6)
At its meeting of December 15, 2009, the Committee on Undergraduate Honors approved two theses. These students with graduate with honors in the discipline in which the thesis was written.

Rattanamol. S. Johal, Prof. Karen Shelby, Mentor
Honors in Art History
Revisiting Kapurthala’s Princely History, Architecture, and Administration: A Call for Conservation

Alla Zayenchik, Prof. Dandeep Sreekumar, Mentor
Honors in Philosophy
A Case for Coherence: Modern Ethics, and the Theories of Truth

Nine students are currently enrolled in Thesis II [XXX 6002H]. The Committee expects to review their theses at its May 2010 meeting.

The Committee recently revised its guidelines for prospective thesis writers. Those guidelines, as well as a copy of the thesis application form are attached.

Respectfully submitted,
Susan A. Locke
Chair
Committee on Undergraduate Honors
HONORS THESIS
XXX 6001H-6003H

REQUIREMENTS

- 3.5 GPA in the discipline in which the thesis will be completed. 3.5 cumulative GPA
- Departments/disciplines may have additional prerequisites
- Approval of mentor, department honors coordinator/committee and Chair of College Committee on undergraduate Honors.

STEPS

- Identify area in which you would like to write thesis
- Put together a prospectus [thesis topic, with brief bibliography, methods description, and rationale] during the semester prior to the one in which you expect to begin the thesis [usually upper junior or lower senior year]. This prospectus must be submitted to the Chair of the College Committee on Undergraduate Honors no later than one week prior to registration for the following semester.
- In order to prepare your prospectus, you are strongly encouraged to seek support from Baruch Research Librarian Professor Stephen Francouer [Library Building; Room 316; 646 312-1620, Stephen.Francoeur@baruch.cuny.edu]. You are also strongly encouraged to purchase Charles Lipson’s How to Write a BA Thesis: A Practical Guide from your First ideas to your Finished Paper, which is on sale in the Baruch College bookstore. Your faculty mentor may recommend additional reference books that appropriate for your discipline.
- Register for XXX 6001H [this will be done for you, by The Chair of the Baruch College Committee on Undergraduate Honors. You are strongly encouraged not to register for more than 16 credits in the semesters in which you are writing a thesis. Thesis writing is a very intensive and time consuming process. With approval of mentor, you will be allowed to register for XXX 6002H. You will not be registered for XXX 6002H until your mentor gives his/her written approval to the Chair of the Committee.
- Depending upon the discipline, the thesis project normally requires 3-4 credit hours per semester for two consecutive semesters. Under exceptional circumstances, three-semester projects are approved.
Most of work during first semester is done with mentor. By the second semester, student’s mentor should set up a departmental committee of at least two additional readers.

The mentor and departmental committee will determine the appropriate presentation style for thesis in its discipline.

At the end of the first semester, if the student’s work is satisfactorily in progress, the mentor assigns a “Y” grade. This allows the student to register for XXX 6002H. If the work is not satisfactory, the mentor may assign a letter grade, precluding the student from continuing the thesis project the following term.

At the conclusion of the second semester, the mentor assigns a letter grade to the project, with retroactively applies to the prior semester as well. If the mentor assigns grade of “A” and departmental committee approves, the thesis is forwarded to College Committee on Undergraduate Honors.

Students whose work is not deemed to have earned an “A” will still receive academic credit and a grade, to be determined by the thesis mentor.

The Departmental Honors Committee will certify the thesis for presentation to the College Committee on Undergraduate Honors.

Ten copies of the completed thesis or project must be submitted to the Chair of the College Committee on Undergraduate Honors on or before the first Monday in December or the last Monday in April, depending upon the semester of completion.

The thesis must start with a brief [at most one page] abstract. It must include a table of contents, and it must include a standard system of annotation commonly employed in the thesis writer’s field.

There must be a clearly articulated thesis statement and the paper must in a well-written, well-organized, and coherent fashion address the thesis statement. The Committee on Undergraduate Honors takes writing very seriously. If you are having trouble with the organization of the paper or writing style, you should consult with the Writing Center [VC 8-185] as well as your mentor.

Departmental Certification of the completed thesis shall take the form of a statement, which becomes the thesis cover page and includes the following information:

- Student’s name and ID
- Title of thesis
- Date of submission
- Signature of faculty sponsor
- Signatures of at least two additional members of the Departmental Honors Committee

- The cover page must also include the following statement with the appropriate phrases inserted: “Submitted to the Committee on Undergraduate Honors at Baruch College of the City University of New York in partial fulfillment of the requirements for the degree of Bachelor of Arts/Bachelor of Business Administration/Bachelor of Science in [Discipline] with Honors.”

- Action on theses submitted past due dates shall be deferred by the College Committee on Undergraduate Honors until the following review cycle, so long as the student has not completed all degree requirements. No provision is made for review during the summer.

- The College Committee on Undergraduate Honors determines whether or not a thesis has earned the distinction of graduation with honors in the designated discipline. All decisions of the committee are considered final.

- The regulations shall apply to all students in all disciplines. In cases where a contradiction between these regulations and those of the Departmental Honors Committee arises, the regulations of the College Committee on Undergraduate Honors shall prevail.

- Theses awarded honors will normally be displayed in the Newman Library and on the library website [with written permission of the thesis writer]

MANDATES:
- Theses will not be accepted after the due date.
- Theses must be read and approved by the student’s mentor and two additional readers in the discipline in which the thesis is being written
- No matter how well written a thesis is, it WILL NOT BE PASSED if
  - IT DOES NOT INCLUDE A SIGNED COVER SHEET
  - IT DOES NOT INCLUDE AN ABSTRACT
  - IT DOES NOT INCLUDE A TABLE OF CONTENTS
  - IT DOES NOT HAVE A WELL-ARTICULATED THESIS STATEMENT AND/OR THE BODY OF THE PAPER DOES NOT ADDRESS THAT STATEMENT
  - IT DOES NOT USE A STANDARD OF ANNOTATION [e.g. MLA, APA] THAT IS ACCEPTABLE IN THE FIELD IN WHICH THE THESIS IS BEING WRITTEN
APPLICATION AND PROSPECTUS FOR AN HONORS THESIS

Personal information (please print or type)

Name (Mr.)(Ms.) _________________________________________________________

Last                   First                   Middle

Social Security Number: ________-________-_______

Mailing Address

_______________________________________________________________________

Number and Street

City                  State                  Zip Code

Home Telephone: (_______)______________________________________________

Business or Cellular Phone: (_______)______________________________________

E-mail address: __________________________________________________________

TITLE OF PROPOSED THESIS: ______________________________________________

_______________________________________________________________________

FACULTY MENTOR:

_______________________________________________________________________

SEMESTER & YEAR TO BEGIN THESIS:

_______________________________________________________________________

DEPARTMENT/DISCIPLINE: ________________________________________________

Total number of credits: [check one]: *

6-8 (two semesters) _______ 9-12 (three semesters) _______

NB: departments differ with respect to maximum of credits and semesters allowed
INSTRUCTIONS: Please prepare your prospectus [typed, single spaced] on a separate sheet of paper and attach it to this application.

The prospectus should include the following:
1. A statement of the major objectives of your proposed study
2. A description of the procedures you will follow to complete your research
3. A statement of where the experimental, field study and/or the library work is to be performed
4. A short bibliography

DUE DATE: The application and prospectus are to be submitted to the Chair of the Departmental Honors Committee no later that one (1) week prior to registration for the semester during which work is to begin on the project.

APPROVAL:

Mentor:
Signature: ___________________________ Date ____________

Chair of Departmental Honors Committee:
Signature: ___________________________ Date ____________

Chair of College Honors Committee:
Signature: ___________________________ Date ____________
MEETING OF LIBRARY COMMITTEE

A meeting of the Baruch College Library Committee was convened on March 18, 2010, to assess the current status of the Baruch Library – its needs and accomplishments to date. Presiding, Ruth Adler. In attendance: Carla Bellamy, Lisa Ellis, Wayne Finke, Jessica Lang and Lin Peng. Also present were Arthur Downing, Chief Librarian, who reported on the status of the Library and Michael Waldman, Head of Collections, who provided helpful information to the committee.

Significant aspects of the presentation and ensuing discussion include the following:

- In the recent Faculty Experience Survey, the Baruch library fared well with regard to faculty satisfaction as compared to other units of CUNY.

- Despite budget constraints, the Baruch Library has expanded with support from the School of Professional Studies. However, the Computing department did not do as well and lacks considerably in resources.

- Faculty asked to be alerted to the acquisition of new material which they have requested.

- Efforts will be made to expedite the acquisition of new titles to accommodate special requests. Baruch has an account with Barnes and Noble on 18th Street, which can be utilized when necessary.

- The Library will seek means to allow faculty to access all data bases from their office computers.

- Efforts are being made to build an endowment to increase library holdings with targeted amounts for each department.

- The Library has received $125,000 to purchase textbooks for every course. Students have taken note of this and there has been an encouraging increase in student usage of the library.

- Note was taken of the loss of Professor Jerry Bornstein. A memorial service is being planned for him in April when he will be inducted posthumously into the Honor Society by the Zicklin School of Business.

Compiled by

Wayne H. Finke
Committee Secretary
The 2009-2010 Undergraduate Student Government set out to change the culture and climate of Baruch College. We wanted to foster a Baruch that enriches the lives of students not only academically, but also socially. Our initiatives have all surrounded our primary goal of promoting active student engagement on campus.

Carrying Out our Agenda

Fall 2009

Freshmen Transition

We began with a focus on the incoming freshmen at Baruch. Over the summer we went to all the orientations, introducing ourselves and handing out free Baruch paraphernalia.

- Hosted Welcome Week ’09 – Continuing the momentum from the convocation street fair we hosted a week of fun activities which included workshops, socials, movie night, and our infamous Toga Party.
- Freshman Overnight Experience in Philly – 44 members of the freshman class bonded during a weekend experience of icebreakers, teambuilding activities, speaker events and a city-wide scavenger hunt in the city of brotherly love. We intend to expand this program to allow 200 freshmen to attend next year.
- Class Representatives – the USG created a House of Representatives by appointing a non-voting body to the organization allowing more student leaders to get engaged. This dynamic group of 25 individuals have made significant contributions on campus which include rewriting the USG constitution and fundraising for Haiti. 90% of this body consists of first year students.

Clubs & Orgs

USG is the allocating body for over 170 clubs on campus. We oversee the disbursements of over $300,000 for funding to student organizations.

- New Sites for Club access to USG – We brought our organization to the 21st century with the creation of three new websites with over 50 pages of resources for student organizations and our constituents. This includes clubs.usgbaruch.com, joinusg.com, and a revamped usgbaruch.com. We are also offering free hosting service for club sites.
- Thursday Nights at Baruch co-sponsorship fund – To create night life at Baruch a new programming fund was established in partnership with the VP of Student Affairs who would match dollar for dollar on Thursday night festivities. Our goal is to bring different segments of the college community together.
- New Director of Club Relations – We established a new position to oversee the needs of this huge constituency. This person is responsible for a weekly listserv email to all student leaders on campus, and personally addressing their concerns.
Spring 2010

Enhancing the Campus

- **Capital Improvements** – The neglected ‘student center’ on campus is finally getting attention from campus operations. The club area and game room was repainted and will be getting new furniture while we dispose the mishmash of chairs and tables originally from the Field building. We have allocated $30,000 for the creation of two new student lounges and a new conference room within the USG suites on the 3rd floor of the Vertical Campus. Student Government has also allocated funding for lockers for clubs without rooms in the student center.

- **Establishing a Programming Board** – Many college campuses have a Programming Board or an Activities Planning board. At Baruch social planning responsibilities fall under the Student Government. This year we have operated a separate Programming Board as an ad-hoc committee within USG. This board has been responsible for weekly movie nights, huge Thursday night socials, and reviewing co-sponsorship requests from clubs amongst other activity planning. Our new Student Fee referendum calls for a new Programming Board with a 6-figure budget.

- **Lobbying Albany** – USG has participated in the Black, Puerto Rican and Hispanic Caucus Conference in Albany. We took 12 students to lobby for funding for 17 Lex amongst other college priorities. We will also attend the Somos El Futuro lobbying day in late April.

Baruch Pride

- **Student funding for National & International Competitions** – USG has funded over 15 student competitions and conferences. We intend to continue this support with dedicated funding. We look to partner with academic departments to learn of more opportunities for the student body to engage in.

- **Distinguished Speaker forums on campus** – USG has co-sponsored several speaker events with student organizations to bring in business professionals and other high ranking executives. In April we are planning a Health-Care forum and a “Go-Green” speaker panel.

- **Baruch-wide Events** – USG co-sponsored the Battle of Lexington tailgate and made alcoholic beverages available for the first time. USG also is a proud sponsor of the Relay for Life annual event having raised over $1500 to date.

- **CUNY President’s Dinner** – USG hosted a CUNY SGA President’s dinner here on campus. Representatives from 15 different CUNY campuses were in attendance to speak about not only the issues but also successful initiatives and policies on their respective campuses. This was attended by Vice Chancellor Peter Jordan and representatives from the Leadership Academy.
**USG representation around the country**

The Baruch College student government was further represented at the National Conference on Student Leadership in Washington D.C. Over 300 colleges from around the country and US territories were represented.

The American-Israeli Policy Action Committee (AIPAC) invited SGA President’s from around the country to attend their annual conference and Baruch College was one of 213 colleges represented.

**USG representation in CUNY**

Baruch was represented at the CUNY Leadership Conference hosted by the Leadership Academy in late August.

The USG President served on the Presidential Search Committee and we welcome Dr. Mitchell Wallerstein as the next President of Baruch.

A senator from USG serves as the Vice Chair for Fiscal Affairs in the University Student Senate (USS). That is the number two position in the CUNY SGA system next to Chairperson.

**USG representation in Baruch**

Most of USG’s work with the Middle States Accreditation Committee had already been completed by our predecessors, but we tied up any lose ends and saw it through its completion in mid-March.

USG engaged in the Baruch Day of Protest on March 18th supporting the student grievances listed by the New Baruch Alliance Party. We worked with President Stan Altman and Vice President Ben Corpus on taking action on all concerns that were raised.

The Auxiliary Board made the historic decision of obtaining dormitories for Baruch College, a high priority item for our team. We are proud to have been a part of this moment. This board is also looking to offer textbook rentals to Baruch College students which we will also fully support.

The Technology Fee Board worked primarily toward improving wireless on campus. We also began the kindle loan program with the support of Arthur Downing. Funding was made available for Collegiate Link, but we were not able to see it come to fruition.

**Our Legacy**

When future students and administrators look back at this year in Baruch College’s history what will they say?
We cared about student life and the student experience. We wanted to bring Baruch past its labels and continue its path to be the premier public institution in the City of New York. Our group will be known for…

1) Our strong advocacy of student concerns to the administration, on committees, and with the March 18th Baruch Day of Protest.
2) Our strong belief in student programming and a social atmosphere on campus with our support of Student Fee Referendum that would create a Programming Board and increase funding by 30%.
3) Our representation in many inter-collegiate venues and investments made to enhance the college experience.

We want to thank the administrators, faculty, and other members of the Baruch community who have supported our cause. We hope you will continue to work with future student leaders in continuing the historic mission of this institution. The Undergraduate Student Government will always be the representatives for the dynamic student body. With new generations will come new meaning for access, opportunity, and excellence.
Committee on Undergraduate Honors
Frank Heiland (SPA) to complete term of Jerry Mitchell 2008-2010

LIST OF CANDIDATES FOR GENERAL FACULTY COMMITTEES 2010-2012

Candidates will be nominated from the floor to fill committee vacancies

Committee on Committees (3)
Yochi Cohen-Charash (Psychology)
Meir Lubetski (Modern Lang)
Morris Schwartz (Statistics & CIS)

Committee on Collegiate Athletic Activities (3)
Ari Harel (CIS)
Brian Householder (Communication Studies)

Committee on Ceremonial Occasions (5)
Angela Anselmo (Seek)
Sarah Harney (Math)
Lin Peng (Economics & Finance)
Susan Wong (Seek)

Committee on Educational Technology (6)
George DeFeis (Management)
Stephan Dilchert (Management)
Adrian Dumitru (Natural Sciences)
Brian Householder (Communication Studies)
Sebastiano Manzan (Economics & Finance)
Kannan Mohan (Statistics & CIS)
Barry Rosen (Marketing)

Joint Committee on Research (2)
Naomi Gardberg (Management)
Sebastiano Manzan (Economics & Finance)
Ajay Das (Management)
Na Yin (SPA)

Student-Faculty Disciplinary Committee (6)
To be nominated
(Matthew A. Edwards (Law))
(Wayne Finke (Modern Lang))
(Brian Householder (Communication Studies))
(Matthew A. Edwards (Law))
(Wayne Finke (Modern Lang))
(Brian Householder (Communication Studies))
Helen (Nell) Scharff (School of Public Affairs)
Elizabeth L. Wollman (Fine & Performing Arts)

**Committee on Financial Aid (7)**
Greg Chen (SPA)
Robert Foskey (Management)
Gloria Paulus (SEEK)
Matthew Vogel (Student Life)

**Committee on Undergraduate Honors**

**WSAS (4)**
Helene Eisenman (Natural Sciences)
Els de Graauw (Political Science)
Susan Locke (Psychology)
Elizabeth L. Wollman (Fine & Performing Arts)

**ZBUS (4)**
Michael Carew (Economics & Finance)
Allison Lehr (Management)
Thomas Lyons (Management)
Abe Tawil (Management)

**SPA (2)**
Thomas Main (School of Public Affairs)
Martha Stark (School of Public Affairs)

**Committee on the Library (6)**
Ruth Adler (Modern Lang)
Wayne Finke (Modern Lang)
Michael Carew (Economics & Finance)
Cornelius Marx (Management)
Lin Peng (Economics & Finance)
Daniel Williams (School of Public Affairs)

**Committee on Prizes, Scholarships & Awards (4)**
Carmel Jordan (English)
Young Son (Management)
Matthew Vogel (Student Life)
Elizabeth L. Wollman (Fine & Performing Arts)

**Secretary of the Faculty (1) (for three years 2010-2013) (nominations from the floor)**
University Faculty Senate
George Hill (FPA)
Stanley Wine (S/CIS –Adjunct Representative)