

Baruch College General Faculty Meeting
March 12, 2009
Minutes

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

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

II. Election of Secretary Pro Tem: Chuck Gengler was nominated and elected as Secretary (there were no other nominees).

III. Approval of the minutes: Minutes of the meeting of October 21, 2008 were approved without alteration.

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

IV. Report from the President, Kathleen Waldron.

1. The President thanked faculty for their tremendous cooperation in these difficult economic times, and thanked them for the sacrifices they have made. The philanthropy funding contribution to the college has been reduced by \$2 million, and the assets in the fund have dropped from \$142 million in June, 2008 to \$117 million today.

2. Enrollments and applications for the school are very strong, but the school does not plan on increasing funding by increasing enrollment. The Chancellor and President have both vowed not to increase enrollment just to increase funding at the expense of quality. The plan is to keep enrollment around 16, 000 students. The yield rate and transfer rate from private schools are increasing.

3. Biggest enrollment related challenge is seating. We are funded and are proceeding with a project to rehabilitate the Lawrence and Eris Field Building at 17 Lexington Avenue—approximately a \$100 million project. This will put some classrooms out of commission. The college will need to explore avenues for enhanced utilization of current facilities. Besides trying to fit more students in each classroom, which is infeasible in many cases where they are already full, the college is considering other options such as weekend classes to increase usage of classrooms.

4. Even with the Field building, we need to acquire more facilities, and we may at any time move on good opportunities to acquire more space to take advantage of current economic opportunities.

5. The school will be conferring two honorary degrees this year to Dr. Sidney Harman and to Mr. Milton Cooper.

V. Report from James McCarthy, Provost.

Provost McCarthy discussed efficient faculty utilization. He was pleased that administrative reassignment time for faculty was down 14%.

VI. Nominations were put forth and approved for faculty senators:

Dahlia Remler (SPA)
Lisa Ellis (LIB)
Cliff Wymbs (MKT & Int'l Business)
Arie Harel (S/CIS) (Alternate)

VII. New Business.

Terri Berkowitz urged letters to the Chancellor from faculty to oppose a proposed change in the way PSC CUNY grants are allocated. The Chancellors office proposes that grant money be divided to local colleges and decisions be made for grants at a local level. This started a brief but spirited discussion.

Supporters of the proposed program felt we can more efficiently allocate funds at a local level, and that we already have well functioning systems in place to distribute funds within the school.

Opponents cited the difficulty in assembling external reviews of proposals for all of the different fields applying.

Some questions raised were:

- 1) Will Baruch get its fair share of the funds?
- 2) How can we keep local level politics out of decision processes?

The amount of money for PSC CUNY grants annually is expected to be \$250, 000 to \$400,000.

Faculty requested that we need to get more specifics about amounts before accepting the program, and one faculty member suggested we avoid another "wealth transfer" from Baruch to other colleges within CUNY.

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

Respectfully submitted,

Professor Charles Gengler
Secretary

Office of the Provost General Faculty Report Fall 2009

Bernard L. Schwartz Communication Institute

During spring 2009, the 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 Music, Theater, Anthropology, Sociology, English, Management, Business Administration and Policy, Finance, Economics, Accountancy, Computer and Information Systems, Psychology, and Marketing. The Institute also organized and conducted several professional development programs for Baruch faculty.

On May 1, the Institute hosted the 9th Annual Symposium on Communication and Communication-Intensive Instruction, which brought 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 Medium is the Audience,” the program featured keynote presentations by Dr. Alexandra Logue, CUNY’s Executive Vice Chancellor and University Provost; Jeff Jarvis, blogger at [Buzzmachine](#), Associate Professor and Director of the Interactive Journalism Program at the CUNY Graduate School of Journalism, and author of *What Would Google Do?*; Professor Peter Elbow, a leading voice in the theory and practice of writing pedagogy; and Dr. William F. Baker, author, lecturer, president emeritus of the Educational Broadcasting Corporation (EBC), and former CEO of New York’s WNET-TV (Channel Thirteen).

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 3000+ users (2700 are students) and 600+ blogs. In the year since its launch, Blogs@Baruch has been featured in the Horizon Report, produced by the New Media Consortium and Educause; has entered into a conversation with scholars from around the globe about the next stage of educational technology at the university level; has modeled for other CUNY campuses what a next-stage communal publishing platform might look like; and has solidified the Schwartz Institute as a leading innovator in support for communication-intensive instruction. Blogs@Baruch is notable not only for its flexibility and ease of use as a publishing tool, but also because it has provided a robust platform for the Baruch College community to explore the ways that the open web is changing how students and scholars communicate and engage with information.

Writing Center

The Writing Center at Baruch College provides support for student writers to improve their writing and English language skills and to become independent, confident, and versatile writers. Over the past six years, Baruch’s Writing Center has grown to become

a cornerstone of support for the teaching of written communication and new media at the College.

As part of our continued development, we have hired two part-time consultants in the role of Curriculum Writing Specialists. In addition to working one-on-one and in small groups with student writers, Curriculum Specialists work with Writing Center staff, faculty members, and other academic support units by:

- Creating, collecting, and editing writing resources appropriate for Baruch student writers' needs, including model student essays, model professional essays, essay annotations, exercises, lesson plans, handouts, process guides, interviews with faculty about writing in the disciplines, etc.
- Designing and implementing small group and in-class workshops, as well as training consultants to deliver these workshops to students
- Collaborating in the development and delivery of teaching workshops with faculty and other academic support units at Baruch
- Collaborating on and contributing learning materials to our web site, blog, wiki, and handbook

At the end of the Spring 2009 semester, the Writing Center launched *i Magazine*, an online journal of student writing (www.baruch.cuny.edu/writingcenter/imagazine). *i* was created in support of the goal of the Writing Center and the Writing Across the Curriculum program to provide a database of strong academic writing for students and faculty to use as models and reference points both in and out of the classroom.

This semester, with the support of a Baruch Teaching and Learning with Technology grant, we work toward building on *i Magazine* in the following ways:

- publication of rough drafts in addition to final drafts, and a brief analysis by the author of what she changed and why as she revised, providing a practical demonstration of the successful use of the writing process for students and faculty.
- development and publication of writing exercises for students, based on published student essays in *i Magazine*, that would help build both basic and advanced writing skills (e.g., writing a clear thesis, introducing ideas through images).
- development and publication of lesson plans for faculty members, based on student essays published in *i Magazine*, that would help support these student learning goals.
- development and implementation of a faculty workshop focused on using student texts and accompanying resources in the classroom.

It is our expectation that the development and implementation of these materials will both help students learn to write better and introduce faculty to new techniques of and resources for teaching writing at Baruch.

Baruch College Now and Collaborative Programs

In fall 2008, 83 high school students enrolled in credit-bearing courses at the college, including dedicated sections of Micro-Economics, Personal Finance, and other undergraduate courses. The overall retention rate was 86%. Of the students who completed credit-bearing courses, 97% earned a C or higher.

In spring 2009, 210 high school students were enrolled in dedicated sections of Business, Micro-Economics, Personal Finance, English (Writing), Sociology, and Psychology, and several other undergraduate courses. This is the first term that Sociology, Psychology, and English (Writing) have been offered to College Now students, and they have proved to be among the most popular course offerings. 333 students were enrolled in dedicated high school courses earning credits toward graduation in Art, French, Creative Writing, Research, Psychology, and *Think College Now*, an early-college awareness course offered to 9th and 10th grade students at five of the program's twelve partner high schools. Additionally, 52 Baruch College Campus High School and STEP Academy students are participating in the *Let's Get Ready!* SAT Preparation course on Saturdays at the College.

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) has 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 BBA and MBA Learning Assurance Committees of the Zicklin School, the WSAS Curriculum Committee, and the Joint Committee for Curriculum and Articulation in their assessment of student learning goals. OIRPA 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 in fall 2009 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 Report, The College Board, and Princeton Review).

Mishkin Art Gallery

The spring 2009 semester began with the exhibition *The Long Night and the New Day: Lithographs by Benton Spruance*, which traveled to Baruch after opening at Williams College in Williamstown, Massachusetts. The collector who owns the Benton Spruance prints gave a talk about the artist at the opening reception. He noted that Spruance is an important, but under-recognized, early 20th century modernist who is known for his innovative printmaking techniques. Six Baruch classes visited this exhibition.

In April and May, the Gallery featured an exhibition of Andy Warhol's photographs, awarded to the Gallery by the Andy Warhol Photographic Legacy Program. The grant gave Baruch College 154 photographs by the famous American Pop artist, and one of the most celebrated artists of the 20th century. The photographs in the exhibition included portraits of Dolly Parton, Dorothy Hamill, Ashraf Pahlavi (the Princess of Iran), Yoko Ono, and Sylvester Stallone; they ranged in date from 1972 to 1986. Eight classes and numerous individual students attended the show.

The Steven L. Newman Real Estate Institute

The 2008-2009 academic year was exceptionally productive. Two crucial staff positions – Associate Director of Education and Associate Director of Research & Grants – were filled. New certificate programs in sustainability, construction management, and facilities management were developed and introduced, enriching our curriculum. Because a weak real estate economy suppressed enrollment, focused marketing measures were introduced to help jump start it. An expansion of continuing education courses is in the works.

To gain broadened perspectives on changing research needs, the Institute recruited leading industry figures to form a Research Roundtable. One of our high-profile public forums on our research report *Downtown 2020* and its addendum featured distinguished speakers and drew high praise. Reports were issued on the effects of congestion, freight logistics and real estate values on Manhattan's buildings and on the impact of the recent credit-crunch on NYC's office market. The implementation of electronic publishing has sharply reduced publishing costs.

The Institute's successful Sustainability Shoptalk series of public events for the real estate industry promises to run annually as it gains momentum. The subject of sustainability is also integrated into the certificate programs and is addressed in research reports. The Director's election as Vice Chair of the Executive Board of U.S. Green Building Council-NY has helped to foster highly productive synergies among the Institute, Council, and the real estate industry at large.

Along with our publications and public events, extensive collaborations – with partners within Baruch; federal, state, and local government agencies; nonprofits; and major corporations – are steadily raising the profile of the Institute and the college.

Baruch College Honors Program

After a nationwide search, the new director of the Honors Program, Elizabeth Bergman, was hired in the spring of 2009; she arrived on campus this July. Dr. Bergman is a respected musicologist specializing in 20th-century American concert music, especially the life and work of Aaron Copland. After earning the Ph.D. from Yale University, she served first as assistant professor at the University of Texas at Austin (where she was tenured and promoted to associate professor) and most recently at Princeton University, where she was also appointed in American Studies.

The Honors Program is currently conducting another search for a second associate director who will take special interest in and responsibility for strengthening the ties between the Honors Program and the Zicklin School of Business. The new associate director 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. The first cut was made in September, and interviews are expected to conclude by the end of October.

A new faculty advisory committee has been formed, chaired by Professor Ken Guest. Comprising faculty members from across campus, as well as representatives from the administration serving *ex officio*, the committee will consider current issues regarding the program; offer suggestions for program improvement; and assist in maintaining—even raising—the integrity and quality of the Honors Program. In 2009–10, the focus will fall on assessing the Honors program and developing a strategic plan. The committee reports directly to the Provost.

Student Academic Consulting Center

SACC Master Tutor Manru Xu was a co-winner of this year's CUNY Math Challenge. Over 400 CUNY students competed for the \$2,500 first prize. Yi Shao, also a SACC tutor, was awarded \$500 as one of fourteen runners up. Three qualified SACC Master Tutors taught sections of Math 1030 (College Algebra) this summer in the College's Summer Immersion Program; their students had a collective pass rate of 95%. The entire Summer Immersion Program was very successful. Intermediate and College Algebra courses yielded a 73% pass rate; ACT Writing courses yielded a 76% pass rate; and ACT Reading courses yielded a 64% pass rate. SACC also assisted students who had failed the math COMPASS exam. Of those students, 65% passed. In previous years these students sought out their own means of support.

Since our last report, SACC went on to raise a total of \$3,800 for Relay for Life. SACC continues to work closely with the Communication Studies Department and this fall we are pleased to add a Conversation Hour to our list of speech tutorial offerings. Students will meet in small groups to informally discuss current events in an effort to develop their speaking and listening skills. Our Writing Coordinator, Sarah Moon, has left to pursue other interests. Her replacement is Dennis Dollack, an English Department instructor and Writing Center consultant. SACC continues to

train the MGI/GEARUP tutors. These forty tutors are CUNY students who work in middle and high schools assisting teachers and their students with Writing, Math, and Science. SACC continues to provide tutoring support to our College Now program. Finally, SACC has created a SACC Alumni Facebook site where former and current tutors now go to reconnect and network with one another. We hope to invite former SACC tutors back to the College to share their professional experiences with our tutors and possibly provide connections for future employment.

Sponsored Programs and Research (SPAR)

In Fiscal Year 08-09, July 1, 2008 to June 30, 2009, there were 93 proposals submitted by Baruch College faculty members and administrators. The Weissman School of Arts and Sciences submitted the most proposals followed by the School of Public Affairs, Zicklin School of Business and other administrative units.

Baruch College faculty members submitted the most PSC/CUNY applications and were awarded the most grants amongst all CUNY campuses for the third consecutive year. In comparison to last year, PSC/CUNY submissions and awards increased by 14% and 15% respectively. 183 applications were submitted and 158 awards were made, for a success rate of 86%.

Post Award

Grants and contracts awards from all units totaled \$5,826,670 (unaudited) for the fiscal year. Compared to the same period last year, the number of awards rose from 71 to 84, but the dollar award value decreased by about \$277, 450. The total awards for FY 07-08 were \$6,104,119.

Newman Library

With funds from the CUNY Textbook Initiative, the library acquired 500 course textbooks in time for the start of classes. On reserve the library has one copy of each textbook sold by the Baruch College Bookstore, as well as multiple copies for courses with large enrollments. Students may borrow the books for a two hour period and may take the books outside the library. In the first month of availability the textbooks have circulated almost 6,000 times.

The Nippon Foundation has selected the Newman Library as one of this year's recipients of books through its "100 Books for Understanding Contemporary Japan" program. When the books are received from the Foundation they will be displayed in the Engelman Reading Room and available for loan.

The CUNY School of Professional Studies has designated the Newman Library as the home library for all its programs. The library has served in the same capacity for the CUNY Online Baccalaureate program since its inception three years ago.

The Archives released a new online exhibition, "World War II Comes to 17 Lexington Avenue", which examines the impact of the war on the School of Business and Civic

Administration and honors the students who sacrificed their lives serving in the armed services. http://newman.baruch.cuny.edu/war_exhibit

The library has established an account with Netflix to improve its ability to supply faculty members with films for instructional purposes. The library is now using Netflix as one source for DVDs when faculty members request a film through interlibrary loan.

Baruch Computing and Technology Center (BCTC)

Grant Recipients: The BCTC awarded the following Teaching with Technology Grants for 2009-2010: Regina A. Bernard (Black and Hispanic Studies) “Black and Latino/a Neighborhoods: Can & Will They Go Green? A Multimedia Project”; Keri Bertino (Writing Center) & Cheryl C. Smith (English) “i magazine: Using Baruch Student Writing to Teach Baruch Student Writers”; Kannan Mohan (Stat-CIS) & Michael Waldman (Library) “Evaluating the Use of Kindle for Course Textbooks and Disseminating Course Material”; Raquel Benbunan-Fich (Stat-CIS) “BROAD – Baruch Repository of Organic Assignments with Data”; Harry Z. Davis (Accountancy) “Integrating Excel in the Baruch Curriculum”; William P. Millhiser (Management) “Videos in Service Operations Management”; Lawrence Tatum (Stat-CIS) “Statistics Learning Modules”; Lisa Ellis, Aisha Peña, Linda Rath & Christopher Tuthill (Library) “Creating Next Generation Library Tours: Learning about the Newman Library through Portable Technologies”; Christopher Tuthill, Linda Rath & Jerry Bornstein (Library) “Newman Library Video Channel”.

Expanded Help Desk Coverage: In order to ensure that phone calls to the computing center help desk (x1010) are answered during high volume periods, the BCTC has contracted with an outside company to handle overflow calls when our staff are unavailable, and after hours. Presidium is a firm that specializes in help desk support for higher education and was the subject of a positive article in the Chronicle of Higher Education (11/9/07). When all BCTC staff are occupied helping callers or when the desk is closed, callers are routed to a Presidium representative in Kentucky or Virginia. BCTC staff worked with Presidium staff over the summer to train them regarding our most frequently asked questions. Presidium staff will ask each caller for a name and e-mail address before they ask for a report of the problem, because they need to verify that a caller is a member of the Baruch community. Please note that calls from a faculty member in a classroom are treated as IT emergencies and Presidium will immediately route them to a Baruch media services technician when one is on duty. BCTC is monitoring the performance of the vendor and appreciates feedback regarding the service.

Classroom Projectors: Over the summer all projectors in classrooms in the Newman Vertical Campus were replaced with new models.

Phone Directory: A new internal telephone directory information service uses speech attendant technology to provide one step directory look-up and direct connect services. Simply dial *411; when prompted, say the name of the person or department you are trying to reach, and let the system connect you to the proper extension. Remember to dial the * before 411 for system access. If your name is not included in the directory or if you

have any questions, e-mail voicecom@baruch.cuny.edu. Please include your name, department and phone number to be listed.

Improved Cell Phone Service: At no cost to the college, Verizon has installed equipment that provides full cell phone coverage of the Newman Vertical Campus for Verizon users. Michele Epstein (BCTC) and Steve Wu (Campus Facilities) led this project. In addition, Verizon recently completed a survey of the Newman Vertical Campus to determine how to expand wireless network access throughout the building. The first areas to receive expanded coverage will be those most heavily used by students.

Twitter Alerts: Arthur Downing, CIO is using Twitter to announce new technology and library services and post status reports of systems. To follow him on Twitter.com search for adowning.

Continuing and Professional Studies (CAPS)

The Division of Continuing and Professional Studies (CAPS) has had a wonderful year. We have expanded programs for our corporate partners and the public to include certificates in Professional Selling, Advanced Professional Selling, and Sales Management. We have also redesigned our Human Resource program, which is now experiencing healthy growth each semester. We are training professionals from CUNY Central, corporations and members our community hoping to enter the field. We have also added a Culinary program and formed a partnership with the Graduate School of Journalism and Baruch's undergraduate division for Journalism program to offer courses to professionals in the industry.

Several members of our faculty have also been quite busy. From our ESL department: Robert Schaefer is featured in the fall 2009 exhibition at the Sidney Mishkin Gallery, *The Nature of Landscape/The Nature of Photography*. Marion D.S. Dreyfus participated as a chorus member in Espresso Opera's staging of Bizet's *Carmen*. Debbie Coutavas' fourth article appeared in the most recent issue of New York State TESOL's e-newsletter, Dialogue. Paul P. Fraccalvieri performed in Bellevue Sketches: a musical at The Players Theatre. From our Business Communication Department: A team of Susan Mach's Business Communication students, Sayaka Eto, Ashok Kamal, Kevin Ng, and Varun Vummidi, were awarded first-prize in the Merrill Lynch & Baruch College Entrepreneurship Competition. They were given a generous sum of seed money to launch a business.

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, listed more than 100 such events in AY 2008-09. These presentations take place within our departments, often during lunch time, and sometimes include discussions of ideas that might not be publication-ready. 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, also initiated in fall 2008, has become an active locus for discussions by members of the faculty. Designed to facilitate conversations about teaching across our departments and schools, the blog is open to all members of the Baruch community at <http://blsciblogs.baruch.cuny.edu/teachingblog/>

In August 2009, the Office of the Provost held three orientation sessions for new members of the full-time faculty. The sessions focused on teaching, and on resources available to students and members of the faculty. At least two events in the college's *Master Teacher Series* are planned for fall 2009. All of these are featured 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. 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>. Suggestions for additions to the *Handbook* are welcome.

Academic Integrity Initiative

The co-Chairs of the Academic Integrity Committee, Ron Aaron and Dennis Slavin, met in spring 2009 with faculty members from the Department of Real Estate, and seek invitations to meet with *all* departments over the next several semesters. The goals are to review the college's policies and procedures and to gain insight from members of the faculty based on their experiences in the classroom. One of the college's policies that will be stressed is that all instances of academic dishonesty should be reported to the Office of the Dean of Students. 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).

Assessment Committee (Joint Committee on Curriculum and Articulation)

In spring 2009, the members of the committee provided support for the working group charged with writing about assessment of educational programs for the Middle

States Self Study. The committee monitors assessment initiatives throughout the college. In fall 2009 issues that have come to the committee also include the college's attendance policy for undergraduates and the possible establishment of an internship course for students who have completed 28-60 credits.

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Baruch College GFC Meeting October 22, 2009

On April 28, 2009 at our 20th annual Bernard Baruch dinner, Baruch College publicly announced the *Baruch Means Business Campaign* and our goal to raise \$150 million. We were proud to inform the public that night that we had already raised over \$95 million towards that goal. The dinner itself raised \$1 million in critical unrestricted dollars and we are grateful to David Krell MBA '71 and Larry Zicklin'57, distinguished alumni and honorees for such a successful evening. Since then our campaign total has grown to nearly \$98 million in cash and pledges and the campaign has been rolled out as part of our annual fund solicitations, effectively making every donor to the College from this point forward a donor to the Campaign.

The Campaign has built a great deal of momentum over the past two years leading up to our public launch. As we move forward into the public phase, we will continue to raise awareness, funds, and to broaden the College's network of friends and supporters. We ask for your continued support and joint efforts in our outreach to secure support from your fellow Baruch alums in realizing our campaign goals and vision for Baruch.

For the fiscal year ending June 30, 2009 we raised \$15,051,857. That represents a \$4.22 million decline from the \$19,279,843 raised in the prior fiscal year. The decline in overall cash collected was not unexpected as we had a generous \$5 million trustee gift in FY08 which we did not anticipate would be repeated or replaced in FY09.

We exceeded our unrestricted fundraising goal quite handsomely, collecting \$3.2 million in unrestricted funds against a goal of \$2.8 million. Some of that was due to the fact that the Bernard Baruch Dinner grossed \$1,009,955, a \$200,000+ increase over last year. Our wonderful honorees and the tremendous support for the BCF helped drive this success, for which we are grateful.

Over one third of the BCF endowment accounts (over 70 funds) were deemed underwater for the current fiscal year, 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 wound up being incredibly successful. All but a handful of our donors recognized the need and, as a result, \$1.97 million is available this year that would otherwise not have been had we not undertaken this important outreach to our donors.

GENERAL FACULTY REPORT FALL 2009 STUDENT AFFAIRS & ENROLLMENT MANAGEMENT

ACADEMIC ADVISING

The Center for Academic Advising has designated certain staff members as “transfer specialists” to offer focused advising and programming to transfer students. The staff collaborated with the Starr Career Development Center, the Weissman School of Arts and Sciences and the Zicklin School of Business on a series of workshops targeted for transfer students. Additionally, the Center offers group registration help sessions for transfers.

The Center is currently using Facebook to reach the Baruch student body and is exploring ways to extend their fan base using that tool. Last year the Center launched *L.U.C.Y.* (Linking Undergraduate Curriculum to You), an online advisement tutorial for new students. LUCY teaches the Baruch curriculum in a fun and interactive format. Last year, LUCY was used during orientation. This year it will be utilized in Freshman Seminar.

Programs

The Center will continue with some of the programs that have proven to be successful over the last several years. To provide increased access to advising services to the large number of students seeking assistance, the Center will hold several annual programs including: *International Students Fair* – in collaboration with the International Students Services Office, this program acquaints international students with advising services; *Freshmen Open House* – an opportunity for new freshmen to meet with an advisor, tour the Center and learn about advising; *Student Services Fair* – a “one-stop shop” allowing over 15 departments (Ex: Bursar, Athletic Department, SACC, Writing Center, etc.) to meet with new freshmen and transfer students; *Express Advising* – advisors are available for two weeks prior to registration in the lobby of the NVC. The goal is to provide convenient and quick advisement; *Spring Majors/Minor Fair* – this program allows the departments to recruit students and gives students the opportunity to gather information from almost all of the academic departments gathered in a single location.

The Center will also continue its retention programs including *In Gear*, the 10-week program for students reinstated through the Joint Committee on Academic Standing; the *STS (Students Towards Success) Program*, a program for students in academic jeopardy, will be expanded to include second semester transfer students; and *Probation Workshops*, 90 minute information sessions for students on academic probation.

Last year the advisement staff provided dedicated time to assist student-athletes with registration and academic planning. This year the Center will provide an Advisement Orientation Meeting with all new student-athletes, required mid-semester individual advisement sessions, and at-risk intervention workshops for student-athletes who need to improve their academic performance.

In addition to student contact through programs, the staff of the Center for Advisement conducted more than 12,000 Walk-In Advisement Sessions during 2008-2009. It is expected that the Center will see even more students during 2009-2010.

ATHLETICS

Physical Education classes have continued to fulfill an important need for the students at Baruch. All classes are filled to capacity and are very popular. Three adjunct classes (swimming, tennis, karate) are offered in the fall semester, and in the spring. Eight winter intersession courses were offered that were very popular. Since Physical Education is one of the few departments at the college that offers a one-credit course, many students enroll to meet financial aid requirements and graduation needs, as well as learn critical health information for a healthy life.

Baruch finished in 2nd place in the CUNY Commissioner's Cup race for the second consecutive year in 2008-09. The goal for 2009-10 is to recapture the Commissioner's Cup. All 5 teams in the fall appear to garner points toward the Commissioner's Cup. It is expected that at least one, if not two teams will win CUNY Championships; at least two of the others will come in 2nd place. Both the Men's and Women's Basketball team finished first in the North Conference, with the Women winning the CUNY Championship for the 4th time in 5 years. The Baseball team captured the CUNY Championship for the first time since 2001 in exciting fashion by winning in the bottom of the 9th inning.

Facilities

There is a growing trend of increased usage of the ARC facilities. Many students use the Fitness Center, pool, and gyms for recreation. With the ARC opening for over 90 hours per week, the students use the facilities to its maximum capacity. Rentals and outside memberships are consistent and add another dimension to the overall operation of the ARC. The income that is generated is vital in keeping the ARC open for the numbers of hours that are offered and demanded by the community. Balancing student use, rentals, and varsity team usage requires flexibility and understanding by all involved, and the staff has been able to manage this efficiently and adequately.

CAREER DEVELOPMENT

Summer 09

The Starr Career Development Center (SCDC) conducted a variety of programs during the summer including a two week intensive Summer Pre-law Institute for freshmen and sophomores, a series of four workshops for the *Summer In The City* Program for high school students, and an Employer Appreciation Breakfast for 77 recruiters.

The Max Berger Pre-law Fellows Program was also introduced during the summer with LSAT preparation program scholarships for selected high potential juniors and seniors.
Workshops

The Center launched the 2009-10 recruiting season with *Senior Start-Up*, a special preparation program for seniors. Over 200 students attended the program. The Center has planned more than 50 career development workshops and events for the Fall including: a panel of recruiters from the Big Four Accounting Firms; a panel of corporate accounting professionals; a mini-career fair for small and medium sized accounting firms; resume rush days and a resume/mock interview preparation program featuring corporate representatives and alumni; a series of 6 Alumni Seminars for Baruch alumni in addition to individual career counseling for a fee; and office visits to various companies. Additionally, SCDC continues its collaboration with various offices, providing special programs for Freshman Seminar, SEEK and Honors.

Special Programs

The Center sponsored Career Day in September hosting 70 participating companies, and will sponsor a Diversity Job and Internship Fair in November. The *Starr Sub Program* continues to provide lectures in classes for professors who will be absent or who want a specific career related topic covered in their classes. The former Wall Street Careers elite training program for finance and accounting majors continues as the *Financial Leadership Program* which trains students for a broad array of positions in finance.

The Center continues its participation in the graduate intern program. This year four graduate student interns from Teachers College, Columbia, and Fordham University, are being trained to provide career counseling to undergraduates.

COUNSELING CENTER

The Counseling Center continues its efforts in outreach and program development by partnering with Student Life's Helpline (Health and Wellness Peer Counseling Program). The Counseling Center staff has played a key role in the clinical training and supervision of the peer counselors. We have also assisted the student representatives of the newly formed Student Veterans Association in developing the group's peer mentoring component. We continue to work closely with the newly established Campus Intervention Team (CIT) to ensure that troubled students would get immediate attention and services that they need.

Through our participation in the NCDP (National College Depression Partnership) project headed by Henry Chung, M.D. of New York University, we have remodeled our delivery of service to students. Major improvements included screening for depression and alcohol to measure severity for all students seeking treatment at the Center, the establishment of a triage system, and a comprehensive tracking system that allows us to more efficiently follow up on all our cases including the volume of high risk students we serve. We are also now able to more efficiently run analyses on the clinical data to assist in treatment planning and further program development. A manuscript regarding our findings is in progress.

The Center has initiated two additional research studies examining treatment outcome and efficacy among college students. These studies are conducted in association with Fordham University and the University of Maryland.

We maintained the administrative and curriculum efforts for our four training programs. Our training programs include: (1) Beth Israel Medical Center psychiatric residency rotation, (2) psychology pre-doctoral internship program, (3) psychology graduate-level externship program. We increased our graduate level externship program with two additional doctoral level trainees in psychology. (4) Post-doctoral fellowship in psychology. Our programs continue to attract excellent psychiatric residents from Beth Israel Medical Center, post-doctoral, doctoral, and masters level psychology candidates from both the tri-state area as well as nation-wide.

In addition to individual counseling, the Center is continuing its efforts in promoting group work. Our group offerings for fall '09 include: (1) Women's Depression Support Group - to provide support to women struggling with symptoms of depression. (2) LGBTQ Support Group – to address the coming out process, LGBTQ identity, struggles with relationships, discrimination, etc. (3) International Students Support Group - focuses on issues of adjustment, adapting to college life in New York City, language difficulty, homesickness, academic achievement, etc. (4) Veteran's Support Group - aims to provide a safe and supportive space for Baruch's Veteran students to share their experiences and learn from one another. (5) Graduating Seniors Support Group - will focus on equipping these students with the skills and tools to help them make their transition out of college successful.

DISABILITY SERVICES

New Students and Programs

The Disability Services staff has conducted 72 new student intakes. Over 40 volunteers were given training as sighted guides for the 2nd Annual CCVIP Employment and Visual Impairment Conference: "Changing Vision, Changing Lives" held at Baruch in April.

Assistive Technology

In March, Ronald Bissessar, the OSSD Assistive Technology Manager, presented various assistive technology hardware and software at the Annual Baruch IT Conference along with Pratik Patel from the CUNY Office of Student Affairs. In April, a Disability Awareness Workshop was held during which various new technologies were demonstrated and Arthur Downing, AVP of Technology, was given an award in appreciation of his efforts to enhance the quality of technology available to students with disabilities. Also, Debbie Lauria received an award for liaison work with the office. In July, the Assistive Technology Manager gave a comparative demonstration of two popular assistive technology software (that can aid students with learning disabilities) at the first CUNY Accessibility Conference hosted at the CUNY Graduate Center.

The Skype telephony software was set up in a classroom for a homebound student. Additionally, Skype was set up for a College Now student who was too ill to attend class in person.

CART (Communication Access Realtime Translation) was set up in three classrooms for a student who is deaf.

LEADS

Seventy-four (74) students with disabilities received various career related services through the LEADS (Linking Employment, Academics and Disability Services) Project which is a unique partnership between CUNY and VESID (Vocational and Educational Services for Individuals with Disabilities). At least 10 LEADS students who have graduated are now employed. Thirty-three LEADS students are receiving tuition assistance, textbook vouchers and/or transportation vouchers from VESID. Several students continue to receive ongoing counseling for academic difficulty and career related issues.

THE EARLY LEARNING CENTER

Twenty-nine children are enrolled at the Early Learning Center (ELC) for the fall. The Center welcomed two new teachers this August. The Center is serving as an Assessment Site for a Job Path participant who is interested in the field of Early Childhood. She attends with her coach. The Center is also serving as an Observation Site for a Brooklyn College Student, majoring in Early Childhood, who works at the nearby Police Academy.

The Center's families have registered for participation in the "Cool Culture" program enabling them to have free access to most museums, zoos, etc., in NYC. Always in search of good outdoor experiences for the children, the Center has been able to utilize a children's garden within Rusk Institute which is open to the public.

FINANCIAL AID

The Financial Aid Office has worked in close cooperation with the Registrar's Office, Academic Advisement and the TAP Certifying Officer to ensure that students are meeting the academic and attendance requirements to receive financial aid. The office also continues to work in cooperation with the TAP Certifying Office to notify students who have graduated from foreign high schools of the requirement to take an Ability to Benefit Test and with the Office of Testing and Evaluation to arrange a testing schedule which will allow these students to establish eligibility for state aid. All registered students who graduated from a high school outside of the United States were notified of the testing schedule and requirement regardless of whether or not they had currently applied for state aid.

Starting with the 2009/10 academic year, federal regulations have changed to allow Pell eligible permanent residents and part time students to receive the Academic Competitiveness Grant (ACG). We expect that the change will result in a significant increase in the number of eligible students. Awards for part time students will be prorated based on their enrollment status.

The federal Pell Grant program was expanded to allow eligible students to receive a Pell Grant during the summer semester. In the past, only students who would graduate at the end of the summer or fall semester or who had not used two full time semester payments from the prior year's eligibility would qualify for a summer award. The purpose of the expanded eligibility was to allow a student to accelerate progress towards the completion on their degree.

INTERNATIONAL STUDENT OFFICE

As reported in the United States Citizenship & Immigration Services SEVIS System, Baruch College has enrolled 1,220 international students (387 graduate students, 833 undergraduates and 112 ESL & Certificate students). In addition, 462 students currently have received approval or are awaiting approval for employment after completion of their degree and 75 students have received approval to participate in internships for the Fall 2009.

During the month of August 2009 we conducted several new student orientations for both graduate and undergraduate students. Approximately 257 students attended orientations on August 17, 25, 26, 2009. The International Student Service Center continues to organize and conduct monthly informational workshops for our students on a variety of topics like applying for internships, travel, taxes, optional practical training and obtaining a social security number.

During the Spring 2009 semester the ISSC in conjunction with the CUNY Central office of Student Affairs conducted an Immigration Awareness Workshop. All CUNY international students were invited to attend. The workshop provided the student with a wealth of immigration information. 130 international students attended the Immigration Awareness Workshop. The event was such a success that now in the Fall 2009 semester the workshop will be offered by several of the other CUNY Campuses.

ORIENTATION AND NEW STUDENT PROGRAMS

The Office of Orientation and New Student Programs (ONSP) conducted 10 orientation sessions for incoming freshmen (including one honors orientation day), and 11 sessions for transfer students during the Spring/Summer 2009. Just over 1,700 freshmen attended the full day orientation and advisement programs, while approximately 1,500 transfer students attended one of the 11 transfer orientation programs. Orientation for transfer students continues to be mandatory for entering transfers and students were encouraged to stay and register online for the coming semester before leaving campus.

ONSP introduced a new website that offers all of the information formerly contained on the orientation cd-rom, plus additional features and live navigation to other offices and programs of interest to new students. The response to the website has been uniformly positive. Students can now easily access the online advisement tutorial (L.U.C.Y.) to understand Baruch's curricular requirements and register for orientation electronically. The site also serves to guide students through a larger DESTINATION Baruch navigation

that takes them through Convocation, the Freshman Text, First Year Programs (including Learning Communities and Freshman Seminar), and points toward a roadmap for future semesters

Fall 2009 Convocation Baruch Beginnings saw nearly the entire freshman class take part in a day-long series of intensive startup activities including a freshman text book discussion, a money management workshop, a communications workshop, a historical walking tour of the neighborhood, a barbecue and Street Fair. The fall 2009 freshman text was Sherman Alexie's novel Reservation Blues. The keynote speaker for the Freshman Convocation was Native American poet, John Elvis Smelcer, who spoke about Reservation Blues and offered personal insights on cultural identity and the academic journey ahead.

Parents and families of new students attended Parent Orientation and a welcoming reception as part of the August 27 Baruch Beginnings activities. Response from the approximately 500 attendees was universally enthusiastic.

As of this fall, the Office of Orientation & New Student Programs has taken on a key role in the redesign and implementation of Freshman Seminar, a redesign that integrates efforts from The Bernard L. Schwartz Communication Institute, SACC, The Writing Center, and other offices both from the academic and student development areas of the College in a way never previously attempted (see **Student Life** for a full description).

REGISTRAR

eRoster certification was opened on September 24 and will run thru October 2, 2009. Using eRoster, faculty can certify enrollment via the web after the third week of classes. Faculty members are also able to submit "WU" and "WN" grades through the eRoster for undergraduates and graduates (WN only) who have never attended class or for those with excessive absences. It is imperative that faculty certify their rosters so that the college is compliant with federal regulations. Effective fall 2009, the University introduced the *WN grade to replace the existing WN grade; the *WN is non-punitive and therefore is not calculated in the student's average. The *WN is entered by the Registrar upon receipt of the faculty reporting a WN grade.

The Office is currently working on the winter 2009 and the spring 2010 courses offering for the Schedule of Classes. Posting to the WEB is expected around mid October. The Office has also implemented a new on-line transcript request system. This system allows students to request and pay for transcripts on-line and will significantly streamline the process for students. In the testing phase 272 transcripts were successfully requested and processed. The official rolled out date is targeted for October 1, 2009.

SEEK

Over 100 incoming SEEK students participated in a summer experience that was designed to prepare students for their freshman year while immersing them in college

level work. Special Program transfer students participated in a new SEEK Transfer bridge program that helped with a smooth transition from community college to Baruch.

The following events are planned for the fall: Personal Statement Workshop, Study Abroad Workshop, Sophomore Class Reunion, Senior Luncheon, CPE Preparation Workshop, Clear Communication/Pronunciation Workshop and individual coaching communication sessions.

As usual, the SEEK Academic Survival Program for probationary students will have six group meetings and four individual counseling sessions with students on probation during the fall semester. The Program focuses on helping students meet GPA requirements and develop strategies for academic and personal success.

On October 1, the Beta Alpha Chapter of Chi Alpha Epsilon National Honor Society will have an induction ceremony for SEEK students and several honorary inductees including Wellington Chen, a Trustee of CUNY, and Professor Paula Berggren of Baruch's English Department.

Other activities started in previous semesters will be continued this fall. This includes a program to lend graphing calculators to SEEK students enrolled in math courses and one for the lending of laptop computers.

STUDENT HEALTH

The Baruch College Health Center offers a full range of services to students including primary care, vaccinations, physical exams, Sexually Transmitted Infection (STI) testing, including HIV, women's health care, including Gynecological exams, contraception and walk-in visits for students who maybe acutely ill or injured. The Health Center is open Monday through Friday and is located at 138 E. 26th Street. This fall the Health Center is providing "cold care bags" to students being seen by the practitioner for cold or flu symptoms. The bag contains items (tea, hand sanitizer, cough drops, etc.) to help students care for themselves and prevent the spread of germs to others. The Center is also continuing in its spring initiative to provide HPV vaccines free of charge to Baruch students on an on-going basis.

The Health Center is participating with other campus offices and programs in H1N1 flu prevention educational outreach including hand sanitizer distribution, a campus signage campaign, providing walk-in care and education to students who visit the Center, and referring students to key H1N1 information websites. The Center is responsible for maintaining the College's H1N1 or ILI statistics. The Center will hold its annual flu shot clinic which will provide free seasonal flu-shots to students in October.

Health and Wellness Promotion

Helpline, Baruch's long-standing peer counseling program has evolved to include health and wellness issues. Helpline Peer Counselors have been trained, primarily by Counseling Center staff, in wellness and counseling and now are actively involved in

planning and implementing campus health programming. Topics to be addressed this semester include: nutrition, stress, exercise and fitness, STD awareness and the Great American Smokeout.

STUDENT LIFE

Spring events

The Office of Student Life (OSL) held the 5th Annual American Cancer Society Relay for Life on Friday, Apr. 3, to Saturday, Apr. 4, 2009 in the Baruch College gyms. Over 1,000 students participated in this 15-hour overnight program, which raised \$71,922, an increase of over \$5,000 over the 2008 event, despite the down economy. This placed the Baruch Relay in 2nd place in Collegiate Relays in the NY/NJ Metro area. The 5 Relays held at Baruch College have raised over \$333,000 for the American Cancer Society and has involved over 4,500 students in the efforts. OSL conducted the first internet Undergraduate Student Government Election in late April. The three party contests drew 2,552 voters representing 20.5% of the eligible undergrad population making it the highest percentage of voters in over 2 decades. The 31st annual Spring Fling Street Fair was held on E. 25th Street on Thursday, May 7, and featured food, games, music, and entertainment. The event attracted well over 2,500 students.

Commencement

The 44th Commencement Exercises of Baruch College were held on Wednesday, May 27, at The Arena of Madison Square Garden. Over 11,000 guests and 168 faculty/staff and platform party members honored the 2,335 degree candidates assembled on the Arena floor. OSL again coordinated academic regalia, commencement tickets and the ceremony logistics for the ceremonies. This was the 5th Arena ceremony in the past 7 years. Lexicon 2009, the senior yearbook, was the 7th full-color, all digital yearbook published at Baruch College. The American Scholastic Press Association presented Lexicon 2009 with a second place award citing its page design and creativity and photography. This is the second year in a row that Lexicon has won this citing.

Welcome events

Student Life collaborated with the Office of Orientation and New Student Programs in running the annual Freshman Convocation on Thursday, August 27. The all day event began with Convocation in Mason Hall and concluded with a street fair and barbecue. Student Life has collaborated with numerous offices across the college for Freshman Seminar 2009. Sixty sections of the seminar with a total of 1100 freshmen, led by 65 peer mentors and 32 freshman seminar instructors are running this fall. The course has evolved into two coordinated components: the curricular component, consisting of in class sessions; and the co-curricular component, consisting of outside-the-classroom experiences. In-class sessions will introduce students to a number of topics including academic success strategies, options they should consider regarding future career plans and opportunities, ways to get involved in the campus community, and how to engage in community service at the broader New York level, among others. To complete the outside-the-classroom, co-curricular component of the course, students will be asked to attend a number of campus workshops to complement and expand on what they have

learned in the classroom. Students will have the opportunity to attend events such as lectures by today's leaders, theatre performances at the Baruch Performing Arts Center and even how to "small talk" at Baruch's Starr Career Development Center. Additionally, TEAM Baruch leadership training graduated approximately 80 students this past year many of whom moved into peer leadership roles in Freshman Seminar, Health & Wellness Peer Counseling, Peers for Careers, Orientation and Academic Advising.

Fall 09 events

The annual fall Club Fair was on September 24, with over 1,800 students in attendance. Currently there are over 160 registered student clubs and organizations at Baruch College. During academic year 2008/2009 the Office of Student Life assisted them and other departments and offices at the College with over 2,680 events. The OSL has coordinated with various clubs, organizations and offices at Baruch College and has put together a comprehensive series of events to celebrate Latino Heritage month at Baruch from October 1 through Oct. 23, 2009. A complete listing can be found at www.baruch.cuny.edu/stulife. OSL is conducting the annual voter registration drive during the fall semester leading up to the deadline to register on October 9 for the November 3, 2009 elections. Voter registration forms are being distributed on the second floor lobby and in Freshman Seminar as well as on the student life website. "Leaderquest" the 27th Annual Student Leadership Training Weekend is scheduled to take place from Friday, October 30 through Sunday, November 1 at the Edith Macy Conference Center in Briarcliff Manor, New York. 90 student leaders from government, clubs and media will attend. The weekend will feature a session with Interim President Stan Altman on Saturday afternoon.

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 178 skills assessment tests were given for 4,851 students in the 2008-09 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 4,176 students were invited to test. 2,676 took the exam and the pass rate was 89.6%. It was 89.8% last year. A total of 3,632 students took the Simnet exam. The pass rate for the first attempt was 64.2%, for the second attempt it was 78.5% and for the third attempt was 99.76%. The pass rates for first and second attempts increased from 2008, when they were 63.2% and 78.2%, respectively. The third attempt pass rate, already at a very high rate of 99.75 in 2007, was 99.76 in 2008.

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 2008-09 year, 4,996 evaluation packets were prepared. 130,000 scan forms were processed and 92,151 forms were scanned. 3,871 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 2008-09 Report.

UNDERGRADUATE ADMISSIONS

Baruch's enrollment for the fall 2009 semester is 16,173. This is 148 fewer students than fall 2008. As planned, we decreased our undergraduate enrollment and increased graduate enrollment, registering 3,837 graduate students and 12,336 undergraduates. Baruch enrolled 1,441 new freshmen and 1,261 new transfer students for the fall 2009 semester. The diversity of incoming students (freshmen and transfers) increased. For example, African American new students increased from 9.8% last year, to 11.3% for the Fall 2009. For Latino students the percentage of new students was 16.4% in Fall 2008 while for the Fall 2009 it moved to 17.9%.

The average GPA for incoming transfer students is 3.4, consistent with last year. The average GPA for incoming freshmen was 86.7, compared to 87 last year, and the SAT moved from 1153 to 1180. The average SAT for CUNY Macaulay Honors freshmen this year is 1344, down 33 points from last years 1377, and GPA remained flat at 92.2. The average SAT for Baruch Scholars dropped to 1278, down 49 points, compared to 1327 last year and the GPA was flat.

Undergraduate Admissions has been immersed in the recruitment season since last spring to recruit the fall 2010 freshman and transfer class. During the course of the upcoming semester, we will conduct three Open House programs (1 on a Saturday, 2 on Sundays) for prospective applicants to visit campus. We plan to host over 1500 guests for these programs. As in years past we will continue our "College for a Day" programs, hosting approximately 250 students from schools in New York City and Long Island. Our recruitment communications have also expanded within the past year and we will continue coordinating several publications and media opportunities to students locally, regionally and nationally. In addition, we have in place a mass electronic communication stream that will send out over 500,000 emails in total to prospective and interested students.

Report to the Baruch College Faculty
Submitted by Gabriel Eszterhas
Vice President for Administration and Finance
Fall 2009

FY10 Budget Update

Due to the state's economic difficulties, Baruch College had to achieve \$6 million in savings to meet the FY10 tax levy budget allocation from CUNY. While difficult for some areas of the college to absorb, the CUNY hiring pause for positions other than faculty and those providing direct student services has generated much of the need savings and remains in place for a second year. We also started the year with significantly reduced OTPS and Temporary Services budgets.

Since implementing our initial tax-levy spending plan, a number of changes have allowed the College to restore some much needed services as well as to make new investments. We are working with CUNY to implement new COMPACT initiatives. The COMPACT provides the College with \$2.1M of tax-levy resources. Half a million of these resources will go directly from the University to our students through tuition waivers and work-study programs. The remaining \$1.6M, combined with \$300K of reprogrammed college funds, is being used to hire 14 new full-time faculty in instructor/lecturer positions to increase the percentage of instruction delivered by full-time faculty; eight new student services positions; additional fellows in SACC, the Writing Center and Schwartz Communications Institute; \$65K for work required by the CUNYfirst project; approximately \$150K in additional OTPS and temporary services spending for Student Development; and \$133K for on-line textbooks and other Library resources for students. The College is also supporting the COMPACT initiative with \$497K of new philanthropic spending to support undergraduate Journalism education

In addition, President Altman has released \$200K of CUNY-held endowment funding to complete the restoration of the student employment budget for FY10, and \$1.15M of Baruch's tax-levy fund balance (CUTRA) to support strategic investments and select restorations. With this new \$1.15M in tax-levy spending authority, the college is supporting the following initiatives.

- \$250K for faculty support and other activities related to the Academic enterprise, such as computer replacement, travel and teaching excellence programs;
- \$250K to restore previous OTPS reductions to student services;
- \$200K to support on-going fund-raising activities;
- \$200K to restore previous OTPS reductions to the three schools;
- \$150K to the School of Public Affairs for graduate student support and a new distinguished lecturer line; and
- \$100K for a marketing and information campaign.

The CUTRA funds became available at the end of FY09 when the University provided funding to colleges for some previously unfunded collective bargaining costs and prior year mandated needs. The funding of these items was unsure until the end of the previous fiscal year.

The President has also funded \$100K for the Presidential Internship Program. This program develops paid internship opportunities that involve Baruch undergraduate and graduate students in specific projects to improve the College. The goal of the Program is to enable students to gain practical work experience in high profile and important projects for units of Baruch College.

In FY10 the Baruch College Fund has also reduced its support to the College by 20 percent, or \$3.2M, due to market declines. These reductions have had a significant impact on resources available for faculty development and other key investment areas. Our College Advancement Office has worked with many of our generous donors to provide us with temporary relief during this difficult period and the College leadership team has worked to manage these important private dollars more efficiently, but the college still experiences a loss of services typically provided by these funds.

Facilities Operations, Planning and Construction

Field Building at 17 Lex

The firm of Davis, Brody, Bond (DBB) was selected by CUNY/Baruch as the architect for the renovation of 17 Lex. DBB also created the 1986 Baruch Campus Master Plan and were the architects for the very successful Information and Technology Building design. In July, DBB arrived on campus and began interviewing departments slated to go into 17 Lex as part of the program development.

Vertical Campus

Baruch, CUNY and DASNY have selected a contractor to replace all of the escalators in the Newman Vertical Campus with newer, more reliable and energy efficient models. The escalator replacement project should begin later this fall and be completed in about two years.

Recently completed projects

- Created a state-of-the art multi-media computer lab for the Department of Journalism's "Studio H". The pre-existing computer lab was fully upgraded with a new layout, furniture, carpet, lighting, ceiling, mechanical noise attenuation, and technology including HD flat screens, projector and computers. This was a highly collaborative project with BCTC.
- Renovated over 1,500 sf for the creation of the CUNY Institute for Demographic Research (CIDR) in the Administrative Building. This renovation involved the relocation of the Vice President of Finance and Administration and SPA offices to accommodate the program.
- BPAC's Nagelberg Theater lobby renovation was completed.
- The Student Club and Government offices had over 7,000 sf of new carpeting installed.
- A program to replace less than successful existing signage throughout the campus has continued with new cleaner graphics, readable fonts, contrasting backgrounds and better physical placement. Examples are new exterior handicap accessibility signs for the south campus, men's and women's room identification signs in the under lit elevator corridor on the classroom side Newman Vertical Campus, and the first phase of better directory kiosk signage near the faculty elevators was undertaken.
- A Student Desk Survey was completed over the summer in the Newman Vertical Campus Classrooms. The result then initiated an acquisition of 200 new and a donation of 200 tablet armchairs that were then integrated into the classrooms replacing desks lost through attrition and needed increase for additional headcount.
- The Administrative Building is the first building on campus to receive photoluminescence installation in the egress stairs. This installation is to provide exit path markings to aid in evacuation from buildings in the event of failure of power to the lighting and illuminated signage.
- Established new seating areas with tablet arms in underutilized corridor spaces for students to gather and/or study on the classroom side of floors 9 through 13. The addition of 68 seats was also accompanied by color accent walls and colorful framed posters.

- Continued to add color accent walls to public spaces in the Newman Vertical Campus, such as the elevator lobbies and corridors on floors 9 through 13. Each floor was assigned a distinct hue.

Buildings and Grounds

The custodial department received high praise at the beginning of the school year because of their successful “summer cleaning project” efforts. Over 4000 work orders were completed this summer.

Human Resources

E-PAF

The e-PAF payroll processing is one of our process improvement initiatives. The goal of the system is to improve workflow, quality control, cost efficiency and ultimately timely and accurate payroll processing. This has been achieved with the adjunct payroll. The Office of Human Resources is in the process of developing the e-PAF for College Assistants. This is the next logical step after the successful launch of the e-PAF for adjuncts. Once the e-PAF for College Assistants is rolled out, the next phase of the project will be to expand the system to handle full time teaching and non teaching instructional staff.

Domestic Violence Prevention

Our Training Specialist was appointed by the President’s Office as the Domestic Violence Liaison for the College in compliance with Governor’s Executive Order #19. A committee was formed to create awareness and provide education regarding intimate partner violence in the workplace. All committee members attended two New York State courses to prepare them to address someone expressing a concern about domestic violence and how to convey information on domestic violence via a training course.

Committee members conducted several sessions of “Domestic Violence and the Workplace” for faculty and staff to address this growing area of concern. All faculty and staff who have supervisory responsibilities are required to attend a session. Since the roll out of “Domestic Violence and the Workplace” in April 2009, we have trained 87 faculty and staff. We are currently working toward full compliance with the CUNY policy on domestic violence.

Learning Opportunities

In addition to Domestic Violence awareness training, other classes and workshops are being developed and offered. For example, custodial supervisors attended “Giving and Receiving Feedback” to assist them in forming better working relationships among custodial supervisors and between supervisors and their staff.

In addition to on campus learning opportunities, our Training and Development Specialist has communicated to the campus and facilitated the enrollment in various training opportunities through the CUNY Office of Professional Development and Learning Management and the Citywide Training Center. Our Training Specialist has also served as one of the CUNYfirst Human Capital Management (HCM) trainers to help Human Resources staff from across CUNY prepare for the implementation of the HCM module that occurred in the summer.

Benefits

The third annual Benefits Fair will be held on October 14, 2009. There will be 25 vendors participating. The past two fairs have been very successful with many employees coming to get information in anticipation of open enrollment.

Open Enrollment will be held in November. It is the one time during the year when employees can change medical plans and elect to put pre-tax funds into accounts to pay for non-reimbursable medical, dental, and dependent care expenses.

CUNYFirst

Several modules of CUNYfirst, the university's new integrated administrative system, related to human resources management, budget and accounting have been rolled out with varying levels of functionality. Over the next year or two, more features and uses will be brought online. The new system will completely change business processes through the use of online "workflow" to electronically monitor approvals of budget and personnel actions. Once fully implemented, CUNYfirst will provide us with unprecedented visibility on how the college operates. There is, however, still a tremendous amount of work required to fully implement the system.

WEISSMAN SCHOOL OF ARTS AND SCIENCES, GENERAL FACULTY REPORT (Fall 2009)

The Weissman School of Arts and Sciences has a variety of accomplishments and projects to report, each of which represents progress toward our goal of becoming a “destination”—that is, a school which not only offers a high-quality general education to future business majors, but also attracts students to Baruch because they want a first rate liberal arts education. The quality of our research and teaching, the dedication of our support staff, the variety and innovativeness of our programs all move us closer to this goal, and at a moment of transition for the college, we are pleased to be able to say that recent changes in Weissman have been changes for the better. Despite a period of budgetary limitations, we have succeeded in launching new initiatives and maintaining established ones; hiring new faculty; receiving fellowships, grants, and gifts; supporting research and travel; and contributing to the cultural life of the college.

Weissman as an Intellectual Center

One measure of our vitality as a forum for intellectual life is the caliber and broad appeal of the public lectures and conferences we have hosted. For fifteen years, the Addison Gayle Memorial Lecture, which was established in memory of the late Addison Gayle, preeminent critic of the Black Aesthetic and long-time member of our Department of English, has drawn a series of notable speakers. On April 1st, Dean Peck, the English Department, and the Women’s Studies Program, jointly hosted a talk by Gloria Steinem, entitled “The Longest Revolution.” This appearance by Ms. Steinem, whose forty-five year career as a writer, editor, and political activist has made her perhaps the country’s best known feminist, took place in Mason Hall and drew what is surely one of the largest audiences ever assembled for a lecture in the Gayle series.

Last spring, Dean Peck inaugurated an ongoing initiative in the area of Global Studies, a multi-dimensional project involving curriculum development (a new course entitled “Globalization, Past, Present, and Future” will be taught for the first time next spring by Dean Peck, together with a group of Weissman faculty) as well as a series of visiting lecturers and a conference this past September 14th on “Diversity and Internationalization.” The latter event, a full afternoon of talks and discussions attended by an impressive range of faculty, students, and staff, included an address by Professor Olufemi Vaughn of Bowdoin College with responses from three of our faculty members, Professors John Brenkman (English), Kyra Gaunt (Sociology/Anthropology), and Sandeep Sreekumar (Philosophy), as well as two Weissman students, History/LACS major Jacqueline Ha and Political Science major and Colin Powell fellow Holdyn Brand. Prior to this event, the Global Studies initiative had hosted three invited speakers, with more to follow. The series began last February with a talk by David Damrosch, Professor of English and Comparative Literature at Columbia University, and continued with sessions featuring Aristide Zolberg, the Walter A. Eberstadt Professor of Political Science and Historical Studies at the New School for Social Research, and Jean-Claude Piris, Director General of the Legal Service for the Council of the European Union. At each of these events, a presentation from the speaker was followed by discussion with members of the Weissman faculty.

Recruitment of New Faculty

Thanks to the unexpected materialization of lines from a variety of sources, the hiring of new faculty in the Weissman School has been nowhere near as dormant as some might have feared. Last spring, Renaissance specialist Allison Deuterman accepted an offer to join the English Department on a line funded by the Macaulay Honors College, and the Department of Fine and Performing Arts is currently conducting a search to fill another Macaulay line. This year the Department of Natural Sciences is also conducting a search to fill a cluster line funded partly by Brookhaven National Laboratory and partly by the office of CUNY's Vice Chancellor for Research, Dr. Gillian Small. Over the summer, Weissman received seven CUNY COMPACT lines—two at the rank of Assistant Professor and five at the rank of Lecturer—and immediately filled all but one of them with substitute faculty. During the academic year, seven different departments will be conducting searches to find permanent occupants for these lines. Finally, veteran adjunct faculty members Antonietta D'Amelio (Modern Languages), Patricia Ougourlian (Communications Studies), and Joseph Butler (Natural Sciences) have accepted offers to become full-time members of their departments at the rank of Lecturer on three adjunct conversion lines.

Fellowships, Grants, and Gifts

Weissman faculty have recently been awarded an admirable list of major fellowships and grants, and the Weissman School itself has been the recipient of some generous gifts. Professor Esther Allan of the Department of Modern Languages has received a fellowship from the Cullman Center; Professor Thomas Desch-Obi of the Department of History has received a fellowship from the Schomburg Center for Research in Black Culture; and Professor Zoë Sheehan Saldaña of the Department of Fine and Performing Arts has received a fellowship from The New York Foundation for the Arts. Professor Angela Pinto of the Department of Psychology has been awarded a grant from the National Institutes of Health (NIH); Professors Chester Zarnoch and Timothy Hollein of the Department of Natural Sciences have received a grant from the National Science Foundation; and Professors Professor Peter Orland and David Gruber of the same department have both also been awarded NSF grants; while their colleagues in Natural Sciences, Professors Jamal Jallian-Marian and Adrian Dumitru, have received a grant from the United States Department of Energy. The Committee charged with the Implementation of the Provost's Report on Quantitative Reasoning in the Weissman School, chaired by Associate Dean Gary Hentzi, has been awarded a CUE Innovative Programs Grant from CUNY Central, and Professor Gregory Snyder of the Department of Sociology and Anthropology is this year's recipient of the Whiting Teaching Award.

Construction of Studio H, the state-of-the-art newsroom, multimedia laboratory, and classroom financed by a large gift from the Harnisch Family Philanthropies is complete, and ribbon-cutting ceremonies will take place this semester. The finished facility, located on the 7th floor of the Newman Vertical Campus, provides the Department of Journalism and the Writing Professions with twenty-four workspaces equipped with computers and related software, as well as other technology including video and digital cameras, sound-recording and editing equipment, and comprehensive multi-media presentation capabilities.

In the spring of 2009, the Weissman Curriculum Committee voted to create the Chase Seminar, an interdisciplinary, team-taught course for second-semester freshmen designed on the model of

the Feit Seminars; and the new course was passed by the Weissman faculty later in the semester. Each spring, two groups of students chosen from among the most promising participants in the previous fall's Freshman Learning Communities will receive invitations to register for these seminars, which have been made possible by a gift from Hedy Feit in honor of former WSAS Dean Myrna Chase. An inaugural installment of the seminar is currently being taught by Professor Feit and Dean Chase, and two more seminars will be offered in the spring of 2010. Recently, Professor Feit has also endowed the Paul Andre Feit Memorial Lecture, which was inaugurated on March 10th with a lecture by Dr. Alberto Sandoval-Sánchez of Mount Holyoke College on the nineteenth-century Puerto Rican artist Francisco Oller's painting *El Velorio*.

Thanks to yet another munificent gift, the Weissman School is establishing the Berlfein Prize, a writing award named in honor of Baruch alumnus Hal Berlfein, who has expressed the wish to promote good writing among the college's undergraduates. Beginning this fall, every instructor of a class that serves as a Tier III capstone will be invited to nominate an outstanding piece of writing executed by a student in his or her class. A committee of four faculty members will choose five finalists, each of whom will receive \$100 on condition that he or she agrees to revise the nominated piece of writing under the supervision of the nominating faculty member. From the revised entries of these five finalists, the committee will choose a single winner, who will be awarded the main prize of \$1,000.

Promotion of Cultural Activities

In collaboration with the Weissman School, the Baruch Performing Arts Center (BPAC) is launching its seventh year with a variety of offerings both educational and entertaining. BPAC's mission is to insert the performing arts into the academic lives of the Baruch College community, but it has also served as a major performing arts venue for the metropolitan area with the New York City debut of *Irena's Vow* in the fall of 2008. After a successful three-month run, the play moved to the Kerr Theater on Broadway. Moreover, BPAC's Nagelberg Theater has served as a playhouse for off-Broadway runs, including The Acting Company's spring 2009 productions of *Henry V* and *The Spy*, an adaptation of the James Fenimore Cooper novel, as well as the debut performance of *Night Sky*, a play about an astronomer who develops aphasia after an automobile accident.

BPAC's Engelman Recital Hall is the home of classical and jazz series, including the residency of the world-renowned Alexander String Quartet, which offered a cycle of the Quartets, Quintets, and Sextets of Johannes Brahms. The ASQ also delivered lecture-demonstrations as part of the Silberman Concert Series to classes of more than 750 Baruch College students, culminating in a Brahms concert. Pianist Alec Chien performed as guest artist for the Silberman Series.

The Milt Hinton Jazz Series presented Edmar Casteneda, Jazz Harpist (April 23rd), and Latin Jazz Percussionist Bobby Sanabria and his Quarteto Aché (February 19th). In connection with his visit, Mr. Sanabria, who is on the faculties of both the New School and the Manhattan School of Music, delivered a lecture on the roots of Cuban music to a class in our Department of Black and Hispanic Studies. Also in February 2009, the 55 Underground Contemporary Concert Series presented up-and-coming folk musicians Jay Brannan and Kyler England.

The Weissman Talks Onstage Dialogue Series continued with a panel discussion of James Fenimore Cooper (inspired by The Acting Company's production of *The Spy*). Participants at other events in the series included Teatro Stage Fest and pianist Elisha Abas, who followed the discussion with a concert of music by Chopin, Schumann, Liszt, and his great, great grandfather, Alexander Scriabin. The arts education program's Great Works Reading Series offered short plays by Harold Pinter and Arthur Miller to Baruch students enrolled in Great Works courses, and the MasterWorks Reading Series presented the acclaimed theater company New Audiences' production of *Othello*. Last spring, BPAC also presented the FPA student production *Machinel*.

The Sydney Harmon Writer-in-Residence this fall is novelist, playwright, and screenwriter Joseph O'Connor, who will read from his work on October 20th. Last spring the position was held by journalist, novelist, and *New Yorker* staff writer George Packer, who gave a reading of his work on March 24th.

By continuing to present such remarkable cultural offerings as these, the Weissman School and the Baruch Performing Arts Center aim to solidify our position as a destination in the realm of the performing arts no less than in the world of higher education.

Report of the School of Public Affairs to Baruch College General Faculty October 22, 2009

Enrollment:

The School of Public Affairs welcomes 378 new graduate students this fall semester, representing a +16% increase in new graduate students from last fall's entering class. This is the second consecutive year that SPA has experienced a 16% growth in the entering class. This fall the School of Public Affairs had a 13.7% overall increase in number of applications from fall 2008. The MEd in Higher Education, XMPA, and Baruch Cohort of the Educational Leadership program experienced application changes of +15%, +19% and -5%, respectively. Traditional MPA applications were up +9.3%. The School was able to exceed enrollment targets for 3 of 3 of its traditional programs. SPA enrolled 378/345, or 109.6% of its target for entering first time graduate students. SPA has exceeded enrollment goals for three consecutive years. 565 continuing graduate students registered at SPA this fall, bringing the total graduate student population at SPA to 943 students, or +14.3%.

Women make up 69% of the graduate student body, representing a decrease of -2.9% from fall 2008. Of 849 students reporting ethnicity data, 44.9% (+1.7%) identify as White, 24.3% (+1.7%) Black, 16% (+.5%) Hispanic, 8.7% (+1.3%) Asian, 0.24% (+.14%) Native American, 3.9% (-1.8%) Other, and 10.7% (+5.2%) Choose not to Respond. The ethnicity data for new students is 39.7% White, 24.8% Black, 14.4% Hispanic, 6.9% Asian, 0.3% Other, and 12% Choose not to Respond. SPA's first-time graduate student population is comprised of 68.3% women and 31.7% men, or a -0.1% and +0.1% change from fall 2008, respectively. Values in parentheses reflect change from fall 2008 values.

The School of Public Affairs has 77 undergraduate official majors enrolled as of this fall's registration, representing a +8.5% change from fall 2008. The BS Public Affairs enrolled 75 students, or a +41.5% increase from fall 2008. Total SPA undergraduate population (including official BSPA and BSREMD majors, intended/expected BSPA majors, and students classed as C02 or students indicating interest in SPA at point of application) is 168 students, or a +16.7% change from fall 2008. SPA's undergraduate student population is comprised of 43% men and 57% women, unchanged from fall 2008

Total SPA enrollment for fall 2009 is 1,111 students, or +14.7% fall 2008 enrollment.

Spotlight on the Center for Innovation and Leadership in Government

CILG partnered with the Citizens Union in holding a public forum on the issue of renewing the legislation that provided for mayoral control of the city's education system. This extremely well-attended event, held on May 11, featured Joel Klein, Chancellor of the New York City Department of Education; Michael Mulgrew, CEO of the United Federation of Teachers; Joseph Viteritti, formerly executive director of the Commission on School Governance; Monica Major, a school parent; and local activists Rev. David Brawley and Ana Maria Archilla. The discussion was moderated by CILG co-director and Baruch professor Doug Muzzio.

The Women's City Club was CILG's partner last June in a discussion about the mayor's Small Schools Initiative moderated by school principal and MEd graduate Ben Shuldiner. Panelists included educators Joseph McDonald and Joshua Thomases, as well as Richard Stopol, president of NYC Outward Bound.

On September 2, the four candidates running for the Democratic nomination for NYC Comptroller convened at a public policy forum, entitled "The Buck Stops Here", which CILG co-sponsored with the Citizens Budget Commission (CBC). SPA Dean David Birdsell moderated the debate together with Carol Kellermann, president of CBC. Comptroller candidates John Liu, David Yassky, Melinda Katz, and David Weprin all participated.

CILG also sponsored a discussion of the issues related to developing a rescue plan for the MTA. This was part of the Peter F. Vallone lecture series and featured as panelists Peter Goldmark, who had served on the Ravitch Commission; Gene Russianoff of the Straphangers Campaign; Dr. Robert Paaswell of CCNY; and City Council Transportation Committee chair John Liu. All of these events were subsequently aired on CUNY-TV.

CILG plans for the fall term include developing an orientation program for newly elected members of the City Council, holding policy forums on addressing governance issues in Albany and on the 2010 decennial census, as well as working with Roosevelt Island Operating Corporation on an analytic overview to mark their 40th anniversary.

Other SPA Events

On September 9, the Center for Nonprofit Strategy and Management sponsored "The Helpers Need Help: New York City's Nonprofit Human Services Organizations Persevering in Uncertain Times." Partnering with the Human Services Council of New York, this program drew on original research conducted by CNSM in collaboration with Baruch College Survey Research.

On September 24 The Lillie and Nathan Ackerman Lecture Series Featured Susan Tuchman: "Global Anti-Semitism in the 21st Century".

Also on September 24, the Center for Nonprofit Strategy and Management, together with the Center for Equality, Pluralism and Policy, co-sponsored "Legal Services for Nonprofits," featuring Sean Delany and Michael Rothenberg, Executive Directors of the Lawyers Alliance for New York and New York Lawyers for the Public Interest, respectively.

Faculty News

The School of Public Affairs is pleased to announce the arrival of four new fulltime faculty members:

Frank Heiland joins us as Assistant Professor of public affairs and an affiliate of the CUNY Institute for Demographic Research. Heiland was Assistant Professor at Florida State University, where he taught in the economics department. He researches questions on population health.

Martha Stark joins us as a Distinguished Lecturer. Stark served as New York City's Commissioner of Finance for seven years under mayor Mike Bloomberg. Previously she worked as director of policy in the office of the Manhattan Borough President, and before that was a White House Fellow.

Peter Dobkin Hall joins us this fall as Substitute Professor after a year as CNSM Senior Research Associate. Hall, who taught several courses for the school on an adjunct basis last year, is a scholar of philanthropy and nonprofit organizations. He taught for many years at both Yale and Harvard.

Thomas Bonnett, a longtime adjunct instructor at SPA, joins the school in the fulltime capacity as a lecturer this year. Bonnett will teach several sections of the introductory undergraduate survey course, as well as a section of the undergraduate public finance class in the BSPA major.

After completing an ACE fellowship at Tufts University in the 2008-2009 academic year, *Nancy Aries* has taken leave from the faculty to become Interim University Dean for Undergraduate Education for all of CUNY. We congratulate her past years achievements and wish her luck at her new post this academic year.

Thad Calabrese, instructor in SPA's finance program, received his Ph.D. from New York University in August and has been promoted to Assistant Professor of public affairs.

Trudy Lieberman, past president of the American Society of Healthcare Journalists, and longtime columnist for *The Nation*, and professor of journalism at the CUNY School of Journalism, will be teaching a course in Spring, 2010 on the role of the media in making healthcare policy.

Jean-Michel La Fleur, a demographer who received his doctorate from the University of Liege (Belgium) has joined SPA for the year as a visiting Fulbright scholar. La Fleur studies immigration patterns within the European Union.

Professor Robert Smith was awarded a Guggenheim Fellowship for the 2009-2010 year to continue his research on Mexican immigration to the United States.

Professors Jack Krauskopf and John Casey were recently awarded a \$50,000 grant from the Robert Sterling Clark Foundation to support the production and dissemination of case studies of policy advocacy campaigns.

Scholarship Support for SPA

Baruch alumna Amy Hagedorn ('58) has provided an extraordinarily generous gift of \$1 million (\$200,000 during each of the next five years) to support scholarships and paid internships for undergraduate students in Public Affairs as well as support for faculty. The gift will be announced at a formal ceremony later this semester.

Report of the Zicklin School of Business to Baruch College General Faculty-October, 2009

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.

The Zicklin Undergraduate Program has accepted approximately 1500 new students into business majors since the completion of the spring 2009 semester. From June through September 2009 seven orientation sessions were held for new students. Students meet 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 meet 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 visits with each group of majors to explain how the Schwartz Institute can assist both students and faculty.

Undergraduate assessment activities continue with a quickening pace. The assessment program is on a three year schedule and we are now repeating assessments that were first completed in 2006. In spring 2009 we re-evaluated the oral communication skills of our Zicklin graduates. Students in BPL (the Zicklin capstone course) were observed by three independent evaluators who were trained on the 12 criteria and on the oral communication rubric. In total, 110 students were observed. When the results of the 2009 assessment were compared with those of 2006, we found significant improvements in 8 of the 12 oral communication criteria. The details of the analyses can be found on the Institutional Research website. These results validate many of the initiatives that have been put into place since summer 2007. Through faculty development efforts we have created more interactive classrooms in several pre-business and business core courses. We required oral presentations in at least two courses that previously had little oral communication, Acc 2101 and Fin 3000, and have worked closely with the Schwartz Communication Institute to refine these assignments. In addition, an initial assessment of our Global Awareness learning goal was completed. Departments, too, are very involved with assessing their majors. In spring 2009, the Stan Ross Department of Accountancy completed its first assessment of its accounting majors, and the Wasserman Department of Economics and Finance completed its first assessment of economics majors. During the fall 2009 semester we expect to complete assessments of finance, marketing, CIS, and entrepreneurship majors.

This summer the Zicklin undergraduate program spearheaded an exciting curricular development initiative. A group of 10 faculty, known as the Quant Group, met in small groups and developed learning modules (for quantitative skills) for introductory courses (e.g. Statistics 2000) and then expanded to more advanced courses as students incorporate more complicated concepts (Finance 3000, Eco 4000, Management 3121, and Marketing 3600). The impetus to create better quantitative and technological sequencing within our program was a response to the Provost's Task Force Report on Quantitative Pedagogy. The Quant Group currently is hard at work on their projects and will be creating a website and working with other faculty members in the near future. The faculty participants are: (STA/CIS) Raquel Benbunan-Fich, Robert Blau, Eleonora Curlo, Elsie Gottlieb, Lawrence Tatum; (ACC) Harry Davis, (ECO/FIN) Sonali Hazarika, Sebastiano Manzan; (MGT) Will Milhiser; (REA) David Frame. We are very thankful for the support of Arthur Downing, Kevin Wolff, Al Croker and Dennis Slavin.

A new track within the Marketing Department, Business to Business Marketing was approved and will be available in Spring 2010. In addition, changes in the required courses for the BBA in accountancy are now operative. Due to the revised New York State licensure requirements for the

CPA, the undergraduate accountancy program has increased flexibility in its program. Details about these changes can be found on the departmental websites.

Zicklin Graduate Programs

A robust student recruitment calendar, enhanced marketing, and support from Zicklin faculty and graduate programs staff have resulted in historic graduate student enrollments at Zicklin. In the past six years, overall student enrollment has increased 35%. Gradual growth in new student enrollment continues to fuel this growth. In Fall 2009, Zicklin enrolled 7% more new graduate students than in Fall 2008. The Full-Time Honors MBA program (FTH), despite experiencing a slightly lower application volume, enrolled its largest class in 10 years. The class of 2011 has an impressive profile, with an average GMAT of 640, representing 15 countries, and averaging over four years of work experience. The graduate admissions team is building upon this success by exploring new domestic markets like Philadelphia, Chicago, and the Raleigh-Durham area as well as continuing to support key international markets like India, China, South Korea, and Taiwan. Starting in October, Zicklin will be a vanguard institution in the acceptance of an exciting new English-language assessment tool. The Pearson Test of English will stand alongside the TOEFL as testing options for our international applicants. Zicklin was the first school to officially sign on as a recipient of this new test and, as a result, was the beneficiary of a considerable amount of free press.

A number of enhancements to New Student Orientation were introduced to students starting in the fall. The FTH students participated in a three-week orientation that, for the first time, included academic content. Students prepared for the academic rigors they face in their first trimester by learning foundational material in statistics, accounting, and finance. Flextime students enjoyed a day long orientation which was complimented by a flexible schedule of nine 1 ½ hour advising sessions during July and August.

In March, over 20 FTH MBA student volunteers worked with Junior Achievement NYC to teach financial literacy to over 30 NYC high school students. The initiative, dubbed FLY (Financial Literacy for Youth), won the Team MBA award for Most Original Program at GMAC's 2009 Annual Industry Conference. FLY has become a signature community service program for FTH MBA students, who aim to double the enrollment of high school students this year. The Leadership Lecture Series hosted John Grifonetti, President and COO of Creditex, and Arthur Ainsberg, Director Nomura Securities. Students participated in a Lunch and Learn event with Owk Kian Ong, Vice President Hess Corp, and Larry Zicklin hosted an Ethics Town Hall meeting.

Career Advisement continues to be in high demand. From January through September 2009 the Graduate Career Management Center (GCMC) conducted over 510 walk-in advising sessions, along with 1,280 general career advising appointments taking place. GCMC also implemented a new career advising process called Job Search Groups, as a result of the increased competition in the job market focusing on setting monthly goals to enhance employment outcomes. To kick off the fall semester for the incoming Honors 2011 class, an Employer Resume Review Event was organized with 22 employers critiquing student resumes and providing one on one feedback. GCMC successfully completed its eighth annual Career Week offering eight industry specific panels during which graduate students had the opportunity to meet over 30 panelists comprised of alumni and other successful industry leaders. Each panel included a faculty moderator along with a student who introduced the guest speakers. In all, over 400 students attended. Recently GCMC visited thirteen companies to plan fall campus recruiting activities, including Colgate Palmolive, JPMorgan Chase, KPMG, PwC, E&Y, Deloitte, RSM McGladrey, and Grant Thornton. Each of

these firms is looking forward to increasing their presence at Zicklin during the 2009 –10 academic year.

Zicklin Executive Programs

Four International Executive Programs (IEP) graduation ceremonies took place in Paris, France (September 12, 19 graduates); Taipei, Taiwan (January 10, 118 graduates); Israel (May 7, 31 graduates) and Singapore (March 28, 127 graduates) for the academic year of 2008/2009 with degree conferred dates of February 1 and June 1, 2009. New cohorts are currently underway in each location. Professors Gwen Webb (Economics/Finance) and Hannah Rothstein (Management) joined the IEP faculty.

At the CUNY Board of Trustees meeting held on June 22, 2009, The City University of New York adopted a revised schedule of tuition and fee charges for students enrolling in Baruch International Executive Programs effective Fall 2009; and students enrolled in these programs pay the prevailing in-state tuition for graduate students and a separate program fee of \$3,000. Currently, a contract is under negotiation between the General Counsel and the third party contractor, TPGIE.

Zicklin Academic Departments

The Bert Wasserman Department of Economics and Finance again conducted customized three-week training programs for the China Construction Bank, with a total of six groups by the end of the current calendar year. The department co-hosted the second Annual Triple Crown Conference in May 2009 at Fordham University- a one day academic conference sponsored by Baruch College, Rutgers University and Fordham University. Undergraduate finance students placed second and tenth in a competition on Technical Analysis at Penn State (coached by adjunct faculty member Bruce Kamich) and graduate students won a \$1,000 third place award in the New York ACG Cup, finishing just behind Cornell and NYU. Finance graduate students also participated in NYSSA Graduate Valuation Competition and the Federal Reserve Bank Challenge.

The Department of Management is excited to report that the Baruch College undergraduate program in entrepreneurship has been ranked #9 in the nation among more than 2,300 schools surveyed by Entrepreneurship magazine and The Princeton Review. Entrepreneurship programs now include a new MS degree and several new elective courses- technology and innovation; social entrepreneurship; community development and entrepreneurship; women and entrepreneurship, and the communications of selling and negotiating. Professor William Millhiser presented in the first session of the Innovative Practices Using Case Studies series on September 22. The series highlights current practices by Baruch professors who use cases and other similar artifacts to involve students in the analysis of situations related to professional practice. Professor Hannah Rothstein has been named a Consulting Editor of Psychological Methods. She is also Chair, Baruch Institutional Review Board (IRB) and Coordinator, Doctoral Specialization in Organizational Behavior and Human Resource Management. The department honored Professor Allen Kraut on his retirement, after 20 years of dedicated service as a scholar and educator.

The Department of Marketing and International Business partnered with Microsoft to host the second Microsoft Digital Marketing Challenge, an international competition in which over 400 teams competed. A graduate student team from Baruch placed second in the contest. Marketing students also distinguished themselves in the annual Collegiate Echo Competition sponsored by

the Direct Marketing Educational Foundation by winning the silver and bronze awards in this year's contest.

On April 27 the department, under the aegis of the MarkLab and with the support of the Park Bench Marketing group, organized a panel discussion on viral marketing with the title "Yes We Can: Going Viral in a Social Marketing World". The panel was moderated by Les Blatt, formerly of ABC News, and speakers included leaders in the viral marketing community and. The Park Bench Marketing group, an in-house marketing consortium comprised of graduate and undergraduate students, also conducted projects for Helix, EOC, Kognito At-Risk, and the NYC Mayor's Office during the Spring.

The International Business area organized the Weissman Center International Business Seminar series. The presenters included Lorraine Eden (Texas A&M), Louis Wells (Harvard Business School), Mauro Guillen (Wharton), Robert Salomon (NYU) and Jose Santos (INSEAD).

Zicklin Academic Centers

Lawrence N. Field Programs in Entrepreneurship

The Field Center was awarded \$68,780 in Omnibus funding from Rep. Carolyn Maloney. This funding will support various outreach programs associated with the Center as well research associated with the GEM NY report. The Center was also received a \$21,200 grant from the National Collegiate Inventors and Innovators Alliance to fund the development of a new course – Entrepreneurial Ventures for Journalists – and provide support to student projects with launch potential. The Field Center will work with the CUNY School of Journalism on the project. Projects that come out of the course will be incubated at the Field Center and the School of Journalism's new Center for Journalistic Innovation.

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 is currently developing an interactive portal that will integrate significant aspects of student-related study abroad administration.

In the spring semester 2009, the WCIB presented three Mitsui USA Lunch-Time Forums. The first event, "Organizing for Profitable Growth," featured Robert J. Aquilina, Executive Vice President, Estee Lauder. The second event, "When a Good Deal Goes Bad: Property Rights and National Sovereignty" featured Professor Louis Wells, Harvard Business School. The third event "The Financial Meltdown: Lessons Learned and Learning" featured Vincent Tese, former New York State Banking Commissioner and member of several boards of public companies.

The WCIB provided support for the development of a new undergraduate International Business major which was approved by CUNY and New York State during the spring of 2009. The major will be launched in the fall of 2010. WCIB Faculty Fellow Clifford Wymbs coordinated the project.

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 327 events in the Spring 2009 semester. Events included 224 class sessions for for-credit courses in a range of disciplines, 37 non-credit workshops on Reuters and Bloomberg, 19 corporate and executive education events and 34 special events including trading simulations, guest lectures, student club events and coverage of Federal Open Market Committee testimony.

The Center went through its self-study process and external review visit with external reviewers visiting campus on March 6, 2009. The external review team included Professor Jahangir Sultan from Bentley University and Professor David Louton from Bryant University. They concluded the external review report by saying, "Overall, the operation and management of the Center, and its positioning as a broadly used resource within the [Zicklin School] of Business, are exemplary.

It is used as a model by many other schools wishing to integrate financial market centers into their curricula.”

Professor Donald Schepers was appointed as Director of the Robert Zicklin Center for Corporate Integrity (ZCCI) in July. He is currently Associate Professor in the Department of Management. His field of specialization is business ethics, and the intersection of business, government, and society. Under Professor Schepers’ guidance, ZCCI hosted a joint Baruch College/National Investor Relations Institute *Proxy Reform Panel* on July 27th. The panel covered both recent reform (Rule 452 - Broker Discretionary Vote being eliminated for 2010 Proxy Season) and proposed changes (access by dissident shareholders to the management ballot that is mailed to shareholders). Panelists discussed how these changes might impact the role of the Investor Relations professional and what steps the professional should consider in planning for the future. Douglas Chia, Senior Counsel and Assistant Corporate Secretary of Johnson & Johnson, was a featured speaker.

On September 17th, ZCCI co-sponsored *American Justice for Sale? Corporate Dollars in Judicial Election Campaigns* with the D.C. based Center for Political Accountability. *Justice* focused on the potential threat unlimited spending in judicial election poses to our judicial system and examined the ethical challenges American corporations face when they participate in the judicial electoral process. Speakers included Dorothy Samuels of the *New York Times* Editorial Board and Professor Roy Schotland of Georgetown University.

Baruch College Faculty Senate

During the 2008-2009 academic year, in addition to its mandated governance activities, the Faculty Senate sponsored the following plenary meeting presentations to the Baruch College community:

10/2/2008:

- Admissions and Enrollment Management: Dr. Ben Corpus, VP of Student Development & Enrollment Management

12/4/2008

- Baruch College Honors Programs: Prof. Ken Guest, Interim Director, Baruch Honors Program

2/05/2009

- Educational Technology at Baruch: Dr. Arthur Downing, AVP of Information Technology

3/05/2009

- CUNY Budget Update: Mr. Ernesto Malave, CUNY Vice Chancellor for Budget & Finance
- Sustainability at Baruch College: Prof. Mindy Engle-Friedman, Task Force on Sustainability & Jim Lloyd, AVP for Campus Operations

4/2/2009

- Enrollment Management Update: Dr. Ben Corpus, VP of Student Development & Enrollment Management

5/7/2009

- CUNY Performance Management Process (Mary Gorman Hetherington)
- Resolution on Enrollment Management to:
 - Increase headcount for the Fall 2009 semester to increase revenues;
 - Increase overall enrollments in Baruch's SEEK program;
 - Develop a Baruch-based program as part of CUNY's Black Male Initiative/

RESOLUTIONS: The Baruch College Faculty Senate passed the following governance resolutions during the 2008-2009 semester:

3/05/2009: Adjunct Pay

Adjuncts at Baruch College who taught three-credit courses were being paid for only two hours during the exam week, even though most CUNY schools paid their adjuncts for a full week during exam week.

- Resolution: The Faculty Senate passed a resolution requesting that adjuncts be paid for a full week during exam week.
- Result: CUNY is paying adjuncts for the full exam week, starting with the fall 2009 semester;

4/02/2009: Deaccession of Art Works from the Baruch College collection

Several pieces of art (sculptures and painting) have been donated to Baruch College via the Baruch College Fund (BCF). The BCF has considered selling them.

- Resolution: The Faculty Senate passed a resolution asking that, before the college and the Baruch College Fund begin any process of 'de-accessioning' items of artistic, cultural, or historical importance, the Senate and the college community should be given ample opportunity consider the matter.

5/07/2009: Proposed Term Limit on Department Chairs:

The CUNY Board of Trustees (BoT) was considering imposing a university-wide two-term limit on department chairs. The University Faculty Senate and the CUNY Council of Faculty Governance Leaders had both voted to oppose this rule change.

- Resolution: The Faculty Senate passed a resolution joining Faculty Senate and the CUNY Council of Faculty Governance Leaders in opposing this rule change, on the basis that there was already a mechanism—department elections—do remove underperforming chairs, and on the basis that the Board of Trustees had provided insufficient consultation with the university faculty governance bodies.
- Result: In the face of universal faculty opposition, the CUNY Board of Trustees dropped the rule change for the time being.

5/07/2009: Enrollment Management and Admissions

With budget cutbacks, Baruch needed more revenues. Because it relies so much on tuition, increasing headcount was one way to increase revenues. The College was planning to cut back headcount to 16,000 students. In addition, the Faculty Senate was concerned that Baruch's SEEK program was not keeping its numbers high enough to meet its contractual obligations.

- Resolution: The Baruch College Faculty Senate wanted the College to revise its policies on these two areas related to admissions and enrollment management, and take the following steps
 - Increase its headcount slightly for the Fall 2009 semester to increase revenues;
 - Increase overall enrollments in Baruch's SEEK program;
- Result: The College cut back on headcount less than its original plan (for Fall 2009, the headcount is about 16,100). The College has revised its SEEK forecasting to increase the program's headcount to the contracted level.

Respectfully submitted,



William J. Ferns, Jr., Faculty Senate Secretary

Goals and Objectives 2009-2010

The new Undergraduate Student Government (USG) seeks to change the "culture and climate" of Baruch College. We are looking to increase student involvement on campus, enhance student life by building communities, and continue to raise Baruch's prestige through collaborative efforts.

We intend to achieve our mission by pursuing the following goals:

- 1) Acclimating Freshmen to Baruch
- 2) Systematic Assistance for Clubs and Organizations
- 3) Increasing student engagement in academic and extracurricular pursuits
- 4) Enhancing the Campus

For full details of our goals and objectives, please visit www.usgbaruch.com

Welcome Week

The USG was pleased to have opened the year with Welcome Week. In the effort to acclimate our freshmen to their new college environment, we held several events during the first week of the semester. This included a freshmen social, an ice cream social, a Getting Involved on Campus workshop, a movie night and ended with a Toga Party on Thursday night.

Welcome Week is a concept prevalent on many college campuses. In the future we are seeking ways on getting faculty involved during this week as well. In the effort to close the gap between student-faculty partnerships (which is at an all time low) we are seeking to engage professors in several of our other initiatives.

Freshmen Trip

Baruch's commuter environment makes it a difficult setting for students to get to know each other. For the first time, USG is sponsoring an overnight trip for 200 freshmen. The purpose is for students to gain a residence hall experience and to interact with their peers outside of the classroom setting. This two day program will allow them to build friendships, engage in teamwork, and get the sense of community at Baruch.

Also, we are bringing 8-12 faculty and/or staff members on this trip to facilitate small groups of 20 and 10 student leaders to serve as program assistants. The program includes sessions which these members will lead. Speaker seminars, a scavenger hunt, a community service component, and a mixer are also a part of the program.

The New USG

Student government consists of a brand new team of highly motivated individuals. This year we are looking to build a strong foundation to leave for our predecessors. We want

our legacy to reflect collaboration and student leadership in which we leave behind a sense of community on campus.

Our vision for a greater Baruch has been described as a "paradigm shift." While change does not happen overnight, we want to begin to shift much of the attitude on the way business is conducted. As said by another administrator "the shock value" of the output we have already gained from our policies have resulted in much resistance. But we seek to build allies and want the faculty and others to look at the bigger picture. Baruch needs to adapt to the dynamic environment that today's global economy demands. The college has met unprecedented success just within the past few years thanks to the hard work of many administrators, faculty and students resulting in new distinctions and rising in the ranks. While much of this has been led by the faculty and staff, on behalf of the students, I'd like to announce that we are ready too.

Tanvir Hossain
President
Undergraduate Student Government



Graduate Student Assembly

Board of Directors

Moe Shamim, President
Andres Garcia, Vice President
Sachin Jain, Treasurer
Bonnie Gang, Secretary

Sunil Jathar, Member-at-Large
Nicole Holt, Member-at-Large
Emily Rotella, Member-at-Large
Holly Blondin, Member-at-Large

Faculty Advisor
Carl Aylman

All current members of the GSA have been newly elected for the year 2009-2010. The board is comprised of a group of highly motivated and energetic people. Let's take a look at look what the group has accomplished over the month of September 2009.

- Elected nine members for the GSA board via rigorous screening process
- Established GSA presence in the Social Networking world via Facebook™
Group Name: Friends of GSA at Baruch College
<http://www.facebook.com/group.php?gid=93021333158>
- Set up GSA website on Blackboard™
- Planned the GSA Social for Fall, 09
- Planned Leadership Summit for Fall, 09
- Reached out to all clubs for meet and greet
- Reviewed the club budgets

As a team, the board plans to accomplish new heights of achievement while continuing to cherish traditions such as *GSA Socials*. Below is a role by role basis plan of each of our members for the year of 2009-2010.

Academic Affairs Committee Chair – Emily Rotella:

Collectively, the GSA Board of Directors has undertaken the responsibility to help strengthen Baruch's academic and professional reputation throughout the country. *Emily* will be actively researching processes to improve our curriculum. She will oversee the appointment of students to various college and school committees. *Emily* will serve on the Curriculum Committee as well.

Programming Chair - Nicole Holt:

Historically, Baruch has attracted more student leaders from Zicklin than from the SPA or the Weissman. One of our goals this year is to encourage and cultivate more leaders from the other schools as we strongly believe in diversity in demographic as well as academic background. As a step toward achieving this goal, *Nicole* has started working with her fellow SPA students. Through networking and GCMC, she is also reaching out to the Weissman students.

Social Committee Chair – Holly Blondin:

All work and no play makes Jack a boy dull - we all know the proverb. *Holly* plans to make sure that our graduate students have events to look forward to where they can unwind. To this extent, she will organize two *GSA Socials*; one in Fall, 09 and the other in the Spring, 10. She will also organize a year-end get together of all graduate students.

Club Liaison Chair – Sunil Jathar:

As of September, 09 Baruch College hosts 16 Graduate Clubs. Collaborating with all of these clubs and integrating their efforts for a productive outcome is a great responsibility. *Sunil* has accepted this responsibility and already has reached out to the clubs to respond to their questions and concerns for the year ahead.

Secretary – Bonnie Gang:

GSA itself has a fair amount of administrative tasks that must be flawless. Any lack of discipline in communication or administrative tasks can bring about unwanted situations. The GSA is lucky to have *Bonnie* who will ensure that all GSA efforts are documented properly and all documents are organized for the efficient execution of plans.

Treasurer – Sachin Jain:

Keeping track of the budgets of sixteen clubs, handling invoices issued by miscellaneous vendors is no simple task. *Sachin* will perform this challenging role where he promises to bring in his outstanding bookkeeping skills. In addition, in a time when very few vendors are willing to extend credits to the customers, *Sachin* will be a key player in each transaction that takes place between any vendor and the graduate clubs.

Vice President – Andres Garcia:

President of the GSA will be closely working with the VP *Andres* in all matters. *Andres* will play a key role in all decision making process of the GSA as he is one of the experienced GSA members who served on the last year's board. In particular, the VP will ensure that club events are promoted and budgets are prepared following the Baruch College Association policies. In addition, the GSA will rely upon *Andres* on any issues with BCTC and ListServe.

President – Moe Shamim:

While overseeing all clubs and the board members, the President will continue to take initiatives to achieve GSA's mission. In addition, Moe will attend the *Baruch College Association Board of Directors'* meeting that takes place once a month. He will also serve on the *Baruch Auxiliary Enterprises Board of Directors'* committee that meets several times a year. He will represent the voice of graduate students in all upcoming orientations.

While above is a synopsis of what each of the members plan to do for the rest of the year, the list is not exhaustive. Members of the GSA will continue to harness their creativity, academic and social skills to enrich the experience at Baruch College for themselves and for the rest of the student body.

The GSA will provide numerous opportunities for students to get involved in the Baruch community. In addition to hosting many educational, social and networking events throughout the year, the GSA enlists the support of graduate students to serve as representatives on various faculty/student committees of the three schools: Zicklin School of Business, School of Public Affairs and Weissman School of Arts and Sciences.

GSA Office: NVC 3 - 270

E-mail: gsa.club@baruch.cuny.edu

Phone: 646.312.4739

Upcoming Events ...

- **GSA Social**
Open to All Graduate Students
Wednesday October 14, 2009
Room NVC 14-220
7:00 - 10:00 p.m.
Must be **21 years** of age and have graduate student **ID** to enter
- **Leadership Training Summit**
Open to All Graduate Clubs
Month: November
Date: TBD

Mission Statement

Through leadership, we promote and advocate the diverse interests of Baruch College's graduate student community. We provide a forum to network, exchange ideas and unite as one voice, while in the pursuit of achieving our academic goals.