

## **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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 4<sup>th</sup> 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 9<sup>th</sup> 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 2<sup>nd</sup> 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. 26<sup>th</sup> 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](http://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.