

Report of the School of Public Affairs to Baruch College General Faculty; November 15, 2011

Enrollment:

The School of Public Affairs welcomes 344 new graduate students this fall semester, representing a modest +4.2% increase in new graduate students from last fall's entering class. For the second year, SPA did not admit students to the MEd Educational Leadership program, nor admit a new SAM cohort for fall (a total of 94 new students in fall 2009). This fall the School of Public Affairs experienced no overall increase in number of applications from fall 2010. The MEd in Higher Education, traditional MPA, and XMPA program experienced application changes of -23%, +6% and -25%, respectively. Despite the steady state of overall applications received, the School was able to exceed enrollment targets for all of its traditional programs. SPA enrolled 344/281, or 122.4% of its target for entering first time graduate students. SPA has exceeded enrollment goals for five consecutive years. 629 continuing graduate students registered at SPA this fall, bringing the total graduate student population at SPA to 973 students, or three students less than fall 2010.

Women make up 68% of the graduate student body, representing no change from fall 2010. Of 891 students reporting ethnicity data, 43.2% (+2.8%) identify as White, 23% (+0.7%) Black, 16.5% (+0.5%) Hispanic, 10.3% (+2.1%) Asian, 0.45% (+.03%) Native American, 3.0% (-0.9%) Other, and 3.4% (-7.3%) Choose not to respond. SPA's first-time graduate student population is comprised of 68% women and 32% men, or a -4% and +4% change from fall 2010, respectively. Values in parentheses reflect change from fall 2010 values.

Traditional MPA Enrollment Report – Fall 2011

MPA applications up 6% from fall 2010

MPA Incoming class of 186 (+11.4% F10)

46 Full-time, 131.4% of target

140 Part-time, 112% of target

Total SPA enrollment for fall 2011 is 1,158 students, or +3.9% from fall 2010 enrollment.

Additions and Changes to Academic Programs

SPA welcomed its first students from its NAMP exchange in which we are one of eight universities in Canada, Mexico, and the United States exchanging students studying sustainable development over four years. This fall we welcomed three students from Mexico and one from Canada, and have identified a student to send to Canada in the spring.

SPA also welcomed its first student from University College Ghent (UCG), with whom it recently signed an exchange agreement. SPA and UCG plan future student and faculty exchanges, and have begun discussing shorter executive "institutes" using faculty from both schools.

Executive Programs

The Office of Executive Programs, in addition to its repeating programs, has two ambitious initiatives underway, both of which will launch in January 2012.

The Baruch Executive Presentation Institute (BEPI) is designed to offer a different approach to public speaking. It is, in the words of the BEPI brochure, “a hands-on chance to work with seasoned professionals to make that big step to becoming compelling presenters who can demand respect and attention from their busy, distracted audience.” Led by Dean David Birdsell and Will Carlin, a well-known professional in the field, the program targets C-level leaders. The program also aims to help raise the School of Public Affairs profile in the city at large as does the second initiative, The Advancement Studio.

The Advancement Studio, led by David Gallagher and Chris Cloud, will reach out to fundraising professionals, who again are looking for a different and more holistic approach to advancing their institutions. More than just fundraising and development topics, the program will be a hands-on case studies-oriented opportunity to learn and implement the best new information in the field. The program will also feature experienced donors who will share with participants their stories of what kinds of approaches are most successful in persuading them to contribute and engage with those seeking funding.

The OEP is also pleased to announce that it will be hosting a contingent of 32 high-ranking Chinese officials from Jiangsu Province in an executive training program. SPA is one of four campuses to present programming. Over two weeks from November 7-18, our faculty will offer sessions in our specialty areas of housing, healthcare, privatization, and communications, among other topics, and in combination with talks and tours of the city, including the High Line, conducted by faculty and practitioners. This is the first iteration of what we expect will be an ongoing relationship with Jiangsu.

Repeating programs for the coming year include our partnerships with the New York City Housing Authority, Partnership for After School Education, Mexican Consulate, and Greater New York Hospital Association.

Research Center and Unit News

Baruch College Survey Research (BCSR) designs and conducts telephone and online surveys on a wide range of topics targeting a variety of populations.

Last spring, BCSR projects included a public opinion poll on immigration as part of a conference held at the School of Public Affairs; a large annual poll of eight NY counties assessing smoking trends and attitudes; a trust beneficiary study on behalf of UJA-Federation in partnership with the Center for Nonprofit Strategy and Management (CNSM); and an online survey of potential employers in the metropolitan area related to the development of a Professional Science Master’s program at CUNY for the Office of the Vice Chancellor of Research.

This summer, BCSR worked with the Department of Health and Mental Hygiene (DOHMH) on three public opinion telephone polls of the city: one measuring public awareness and understanding of HIV, HIV testing and DOHMH testing initiatives; the second, assessing the public response to the city's restaurant grading system; and the third, examining awareness of the city's heat advisories.

This fall, BCSR will partner with DOHMH and the NYC Housing Authority (NYCHA) to conduct a telephone survey of public housing residents about second hand smoke; and with the CUNY School of Public Health at Hunter College to conduct an online and telephone survey of undergraduate students.

Center for Nonprofit Strategy and Management (CNSM)

Past Events:

September 15, 2011, 4:00-6:30 PM, 151 E. 25th Street, Room 750

Center for Nonprofit Strategy and Management and VCG Governance Matters

What Can Board Chairs Do to Make Boards Work? Dean David Birdsell, Moderator, of a panel of board chairs of organizations that were finalists for the Brooke W. Mahoney Award for best nonprofit board. Jason Lilien, Chief of the Charities Bureau in the Office of the New York State Attorney General gave the introduction and discussed the work of the Attorney General's Leadership Committee on Nonprofit Revitalization.

October 6, 2011, 4:00-6:30 PM, 151 E. 25th Street, Room 750

BRAND EVALUATION: How to Assess Your Nonprofit's Brand to Create an Effective Marketing Strategy

Panel moderated by Michael Feller and presented by Howard Adam Levy, Principal of Red Rooster Group, and two of his client organizations.

Upcoming Events 2011:

Tuesday, November 8, 8:30-12:00 PM, 135 E. 22nd Street, Room 301

**Knowing What Works: Evaluating the Effectiveness of Management Assistance:
A Funders' Panel, moderated by Jack Krauskopf and including foundation executives.**

Thursday, November 17, 4:00-6:30 PM, 151 E. 25th Street, Room 750

Increasing Access to Healthy Foods in New York City: A conversation about public and nonprofit initiatives

Initiated by the MPA food policy student group, this panel of public and nonprofit food policy experts and service providers will be moderated by Professor Diane Gibson.

Thursday, December 8, 4:30-6:00 PM, 151 E. 25th Street, Room 750

Corporate Responsibility and Initiatives

(Seminar with Stanley Litow, President, IBM Foundation, and Vice President, Corporate Citizenship and Corporate Affairs)

Faculty News and Hires

SPA welcomed Lecturer Nicole Eitmann to its fulltime faculty this fall. Eitmann is teaching public affairs courses in the BSPA program in the fall, and will be teaching a graduate administrative law class over the January intersession. She holds JD and MPP degrees.

SPA is in the process of searching for a new assistant professor to bolster our participation in delivering coursework in the Macaulay Honors College of CUNY. Associate Professor Nicole Marwell is chairing the search, which will be focused on candidates with deep understanding of public management systems.

SPA is pleased to welcome Andrea Batista Schlesinger to its part-time faculty. Batista-Schlesinger was, most recently, Director of Strategic Initiatives for Health and Human Services in the Office of the Mayor, and Special Advisor to the Mayor. Previously she served as Executive Director of the Drum Major Institute for eight years. She is teaching a course in policy analysis in the schools Executive MPA program this fall.

SPA is pleased to announce that Professor John Goering's book, *Moving to Opportunity: The Story of an American Experiment to Fight Ghetto Poverty* will receive this year's Louis Brownlow Award for Best Book in Public Policy from the National Academy of Public Administration.