

GENERAL FACULTY REPORT FALL 2011 STUDENT AFFAIRS & ENROLLMENT MANAGEMENT

The Office of the Vice President continues to respond to the concerns expressed by all segments of the Baruch College community, student crises, building partnerships, adjudicating student academic integrity matters, reinforcing our student code of conduct, overseeing the judicial process, and working with faculty, alumni, CUNY Central and donors to advance progress on student-centered college wide initiatives.

In the Spring 2011, the divisional-led “Dare to Engage” Working Group built on the momentum gained since its inception in the Fall 2010, by creating a wide array of programming including: a live radio broadcast featuring President Wallerstein and Vice President Corpus discussing the dangers of cyber bullying and how the college is working to create an open and welcoming environment for all students, Safe Zone training for TEAM Baruch students as well as faculty and staff, and a series of film screenings and discussions on religious texts and LGBT acceptance. The Dare to Engage Working group will be unveiling a new website and blog, and will be working with our LGBT student groups on a number of events during LGBT History Month (October).

For the fall 2011, Baruch kicked off its second year of its residential program at 101 Ludlow Street, providing student housing and programming to add to the scope of Baruch’s campus life. For the third term in a row, all rooms and beds were booked solid, while the office maintained a waiting list for students anxious to experience collegiate residential life.

The Campus Intervention Team (CIT) continued its role of working with faculty, staff, and students who exhibit signs that they are experiencing a crisis. Completing its third year of serving the college community, the CIT handled more than 70 referrals for 2010-11. The CIT will focus on increasing student involvement in the referral process by meeting with our largest student organizations to discuss how they can turn themselves from bystanders to life savers. The Division will also be hosting a series of professional development programs including Excel training, increasing civility on campus, utilizing assessment to make positive changes, and how to deal with difficult people.

The Baruch College Health Center provides primary care for coughs, colds and flu, strains and sprains, vaccinations, STI/HIV, physical exams, and women’s health issues including gynecological exams, contraception and pregnancy testing. The Center’s services are administered by Beth Israel Medical Center and Continuum Health Partners Inc. via an annual renewable contract. During the spring 2011 semester, the Health Center saw approximately 2,000 students. In addition, 170 MMR immunizations were administered to students at the beginning of the fall 2011 semester. During the spring 2011 semester, the College’s Health and Wellness program celebrated Valentine’s Day with a sex education and smoothie event. In addition, free health screenings were offered to students in February and April. For Health Week, which was held in March, Health sponsored a nutrition workshop, massage therapy

clinic, and health screenings for students. To lower students' stress during finals week, a yoga event was held in April.

At the start of the fall 2011 semester, Health and Wellness supported National Sex Education Week by working closely with Planned Parenthood of New York City to host the movie screening and panel discussion of "Let's Talk About Sex." Health and Wellness also partnered with the Athletics Department, AVI Fresh, Undergraduate Student Government's Sustainability Committee, G.L.A.S.S., Eco Club, and Grassroots for Baruch College's annual Health Week, which was held in the first week of October. During this week students were encouraged to participate in free yoga and meditation classes, a farmer's market food demonstration and tastings, self-defense classes, nutrition workshops, Student Health Center health screenings, and film screening of the film "What's Organic About Organic?" Health Week kicked off this semester's weekly meditation and yoga classes, as well as the weekly events of the newly trained P.A.W.S. (Peers Advocating for Wellness Services).

The Health and Wellness peer education program, P.A.W.S., has new office hours for the Fall 2011 semester in the Health and Wellness Suite, located in the Newman Vertical Campus, where students can go for individual peer counseling. P.A.W.S. programming includes free back rubs on Tuesdays and Thursdays of each week, nutrition, and time management workshops and health tabling events. Additional Health and Wellness programs for the fall include October's blood drives, monthly nutrition workshops, monthly flu clinics, cooking classes, healthy relationship workshops, online sleep assessments, time management workshops, test anxiety workshops, healthy snack and smoothies tabling events, and programming for World AIDS Day.

Academic Advisement

The full-time (5) and part-time (5) staff of the Center for Academic Advisement continues to perform integrated academic advisement for our undergraduate student population from orientation to graduation. This comprehensive and holistic academic advisement model focuses on the areas of academic planning, strategies to improve academic standing, and the management of personal concerns that can affect college performance. For the academic year fall 2010 through spring 2011, the Advisement staff held over 12,400 walk-in advisement sessions. The staff completed over 2,400 academic curriculum worksheets (spreadsheet of the student's individual degree requirements) and replied to more than 600 advisement email inquiries through our dedicated email advisement site. These numbers do not include numerous group advisement sessions held over the summer for our 3,000+ new freshmen and transfer students during the 2011 new student orientation season. This summer the Center hired one additional academic advisor to assist with these efforts.

The Center for Academic Advisement targets several cohorts of students for intrusive academic advisement. Our student-athletes who meet the challenge of balancing extracurricular activities and academic success each day, is one of several groups of students the Advisement staff works closely with each semester. In collaboration with the Department of Athletics, we fortified our

campaign to alert students to the importance of academic advisement and the successful balance of academics and sports. This year we saw a mark improvement in compliance. During the spring 2011 term, 81% of all Baruch student-athletes responded to and received academic advisement from their assigned academic advisor.

In March 2011 in collaboration with the academic departments from Baruch's three schools: the Zicklin School of Business, the Weissman School of Arts and Sciences and the School of Public Affairs, undergraduate students were invited to attend the annual Center-sponsored Majors and Minors Fair. Our goal was to give students the opportunity to learn about the many majors and minors offered at the college. Over 300 students attended the Fair which was held in the Multipurpose Room of the Newman Vertical Campus. Only two departments at the College were not represented at the event. We surveyed the students who attended the fair and received 110 responses. The survey showed over 75% of the students were introduced to a new major and over 80% of the students use the fair to speak to several faculty members to learn about multiple majors and minors. Most respondents also indicated that they would follow up with academic departments for more information, and one-third indicated that they would change their major as a result of attending the fair.

Athletics

The fall sports - Women's Volleyball, Men's and Women's Cross Country, Women's Tennis, and Men's Soccer - seasons have begun. Both Soccer and Women's Volleyball have outstanding teams and have excellent opportunities to win their respective CUNY tournaments. This would give them automatic bids to the NCAA post season tournament. Last year Baruch College, once again, won the CUNY Commissioner's Cup. It was the 2nd consecutive "Cup" and 4th in the past 6 years. Our Men's Volleyball and Women's Basketball teams received post season bids, with our Men's Volleyball team being the first in Baruch history to reach the Final Four of its sport. Academically, Baruch's 187 athletes on 13 teams, continue to maintain an average GPA just short of 3.0 (2.978). Six of our 13 teams achieved GPAs over 3.0 and 39% of our student-athletes had a GPA of 3.2 or better.

We anticipate another successful year with the goal of recapturing the Commissioner's Cup, and gaining additional regional and national recognition for the College.

STARR Career Development Center

In preparation for the fall recruiting season, Senior Start Up was attended by over 300 students. Aaron Heisler, a Baruch alumnus working at Credit Suisse, was the featured speaker and he informed graduating seniors about how to position themselves as excellent candidates for positions in major corporations.

On-campus recruiting started with two career fairs in September which attracted 90 employers and 1300 students. These events provide incentive for students to come to the Starr Career Development Center and in response to the record numbers of students showing up for resume reviews and career counseling, the SCDC provides walk in hours from 3-5pm on Tuesday, Wednesday, and Thursday. Thirty to forty students show up during these times for a brief

session with a counselor. Recruiters and alumni have already volunteered for our resume rush/mock interview event during which over 100 students receive service in one day. Additional workshops have been added to the schedule to accommodate the increased numbers of seniors who want to gain entry to the on-campus recruiting program.

Recruiting for undergraduates is in full swing although some employers have cut back on the number of students they are interviewing and there are signs that hiring may be softening. There are 152 positions currently posted on Starr Search in our on-campus recruiting program, 38 corporate presentations are scheduled for the fall, and 60 workshops are planned.

EOC mentors have been matched with 40 undergraduate students and the Rising Starr Sophomore Program (RSSP) and the Financial Leadership Program (FLP) were launched with over 50 student participants who are receiving enhanced assistance with resume writing, interview practice, and networking events with recruiters. Target and Credit Suisse are program sponsors for RSSP, and the SCDC for the fourth year received a Workforce Development Initiative grant to fund the prestigious Financial Leadership Program.

The Starr Sub Program, which offers workshops on job search topics in classes already has workshops scheduled in 13 classes and is on track to meet or exceed the 20 workshops provided last semester. Special sessions are planned for SEEK and Honors freshman orientation classes. Six alumni career seminars are planned and walk in hours and the job search group continue.

Starting in June and continuing through September, eighteen students received scholarships for the LSAT Princeton Review Preparation program.

During the summer, the re-designed website for the Starr Career Development Center was launched. One of the most exciting enhancements to our site was a new Media section. Several new tutorials provide information and training on resume writing, internship recruiting, using social media and other valuable topics. There are new videos on how to tie a tie, shake hands, and what to do at a career fair. Job Maven is our blog with great tips for students getting ready for a job search. And you can reach out with twitter and join the conversation.

The Counseling Center

In the past year, the Counseling Center has continued to successfully implement and expand upon its triage team system, which is an integral part of the Center's functioning and has significantly improved upon the Center's service delivery to students (i.e. identifying students in crises immediately rather than serving students simply on a first-come, first-served basis). Besides individual counseling, the Center is continuing its efforts in promoting group work, (e.g. LGBTQ support group, women's depression and trauma support group). We continue to work closely with the Campus Intervention Team (CIT) to ensure that troubled students would get immediate attention and services that they need. We also play a key role in the clinical training and supervision of the student peer counselors in the Student Life's health and wellness peer counseling program (PAWS).

In the spring semester of 2011, we focused on several areas of improvement. First, we began to implement a grant funded initiative to improve students' access to appointments at the Counseling Center through an online scheduling system. Students will be able to view available times for initial consultation appointments, and make those appointments through a simple and user-friendly online calendar. Secondly, in conjunction with CUNY Central and the office of the Vice President for Student Affairs and Enrollment Management, we implemented an outreach program initiative with Kognito Inc., who designed an online simulation program to improve faculty and staff's ability to identify and refer students with mental health needs. Lastly, we have developed, maintained, and expanded the Safe Zone training program that provided workshops, materials, and other resources to enhance our community's ability to promote safe, affirming, and welcoming atmosphere for our LGBT students. We have also made substantial programmatic and psychoeducational contributions to the newly developed Lesbian, Gay, Bisexual, Transgender, Questioning, Intersex, and Ally (LGBTQIA) Community Resource Center.

Disability Services

During the spring and summer 2011 semesters the number of students with disabilities dramatically increased; 60 new students have self-identified to the Office of Services for Students with Disabilities. A large percentage of these students are transfer students. As always, we worked closely with the Office of Orientation and New Student Programs to ensure the smoothest transition possible, making sure that the students who needed priority registration got the first available orientation date.

We continue to see increases in numbers of students on the Autism Spectrum. During the spring and summer 2011 semesters, our office created a pilot program to address the needs of this population, which focus on adjustment, organization, social interaction, sensory overload, study skills and information processing. In addition, we are researching other college's approaches to serving this population. Many CUNY colleges are struggling with decisions about whether or not "coaches" should be allowed in the classroom with students on the Autistic Spectrum.

During this period of time we met with the Financial Aid department in order to clarify Part Time TAP procedures and how PELL grants would be utilized for summer tuition. In addition, we were able to assist students obtain financial aid to attend summer classes. For many of our students who have to attend classes on a part time basis due to their disability, this opportunity allows them to catch up academically and in many cases graduate on time.

LEADS (Linking Education and Disability Services) Program services include career and academic counseling, referrals for individual tutoring at the SACC Center, assistive technology, internship guidance, resume and cover letter writing, job search techniques, recommendations to specific companies and jobs as well as extensive interview training, including mock interviews. In addition, relationships were strengthened with the Starr Career Development

Center and students were given guidance in navigating and using the Center's resources. During the summer our LEADS counselor finely tuned our students understanding of the Work Study federal government program which has led to many excellent work opportunities including working for the Mayor's program, "Public Services Corps Interns" where students perform work study in city government offices. Of the 64 students who graduated during this period of time and were part of the LEADS Program, all were placed with prominent metropolitan employers or were accepted to graduate school.

Disability Services has installed assistive technology software on the Starr Career Center computers. Progress has been made to install screen reading and screen magnification software into the new Windows 7 installation as it was rolled out on campus during the summer. This software will be more widely available to students who are blind or have low vision. The Assistive Technology manager will continue to work closely with the BCTC on getting additional software for students with disabilities into future campus upgrades and installations. The technology fee allocated to Disability Services was used to research, upgrade and purchase new equipment and software to be installed throughout the campus, allowing students with disabilities equal access.

Early Learning Center

The Center has 38 children enrolled with a 1/3 of them under the age of 3. At the start of the semester it cared for a few kindergarteners whose parents began classes at Baruch before the public schools opened. In mid- September, a well- attended family picnic held on Governor's Island offered an informal occasion for new and returning families and Center staff, including our Parent Support Counselor, to become comfortable together. Individual meetings with families, all of whom complete the "Ages and Stages" Questionnaires, provided an opportunity for student families to become more familiar with the process of normal child development, to share their hopes or concerns with teachers. This semester the Center is serving as an observation site for students from Brooklyn College, Baruch and CCNY enrolled in education classes.

Financial Aid

There have been several new developments for Financial Aid this year. The US Dept. of Education ended the accelerated year round Pell program that was introduced in the 2009-2010 award year. This program provided additional Pell grants for summer coursework.

In addition, the Higher Education Reconciliation Act brought an end to other federal programs. The Academic Competitiveness Grant (ACG) and the National Science and Mathematics Access to Retain Talent Grant (SMART). The ACG grant had been awarded to students who had completed a rigorous course of study in their secondary program. SMART grants were awarded to 3rd and 4th year students who were majoring in mathematics, science, technology, engineering, or critical foreign languages.

As of October 2011, the Financial Aid Office has processed aid for 14,604 students in the amount of \$41,440, 841 in federal funded programs. These programs consist of Pell, SEOG, Federal Work Study, Perkins Loans and Direct Loans. State awards as of October 2011 are totaling \$25,096,951 and assisting 7,234 New York State Residents.

The U.S. Dept. of Education has implemented a series of new Program Integrity Rules, whereby institutions are required to provide consumer data, report on gainful employment and adhere to a new standard of monitoring a student's academic progress.

Consumer data has been and will continue to be updated on the Baruch College website for full student disclosure to make informed decisions about attending the institution.

The Gainful Employment reporting and disclosure for Title IV eligible certificate programs are not applicable or required at Baruch. Our certificate programs are not reported on our Program Participation Agreement (Due 12/31/11) and are not aid eligible. Students who enroll solely in certificate programs at Baruch are considered non-degree and non-matriculated.

Lastly, Baruch College is now required to adhere to a more stringent appeal process as it relates to a student's satisfactory academic policy and our appeal process. Students must make satisfactory academic progress towards degree completion to remain eligible for Title IV funds. The Office of Financial Aid Services will check for progress at the end of each spring semester. If a student does not make the qualitative, quantitative and maximum timeframe standards, they will lose Title IV eligible. If a student has mitigating circumstances and appeals the decision to the newly formed SAP committee, they must be able to mathematically regain SAP standards in one semester or adhere to an academic plan and mathematically meet the standards in two semesters. If they cannot, no matter how extreme the circumstances, the student's appeal may not be granted.

It is now mandated that students who are in default of federal student aid will lose eligibility for TAP until the default has been resolved.

International Students

As reported in the United States Citizenship & Immigration Services SEVIS System, Baruch College has enrolled 1,834 international students (425 graduate students, 1,177 undergraduates and 232 ESL & Certificate students). In addition, 320 students currently have received approval or are awaiting approval for Optional Practical Training after completion of their degree and 88 students have received approval to participate in internships for the Fall 2011.

During the month of August 2011 we conducted several new student orientations for both graduate and undergraduate students. A total of 178 students attended orientations on August 1st, 18th, 22nd, 23rd, 2011. The International Student Service Center continues to organize and conduct monthly immigration 1011 workshops for our students on a variety of topics like

applying for internships, travel, taxes, optional practical training, change of status, and obtaining a social security number.

The International Student Service Center is looking forward to celebrating the United States International Education Week. We are working collaboratively with the Weissman Center for International Business Study Abroad Office, the Vice Provost for Global Strategies Office, the Baruch International Student Organization, and the CUNY Citizenship and Immigration Project. The events are scheduled from November 16 to November 18, 2011.

Orientation

Freshman Convocation/Baruch Beginnings ran successfully with virtually the entire entering freshman class in attendance to hear poet and journalist Joel Whitney deliver the keynote address. This year's freshman common reading, *EXTREMELY LOUD AND INCREDIBLY CLOSE* by Jonathan Safran Foer has received mostly favorable response from students and faculty. The novel was chosen in part to commemorate the 10th anniversary of the 9/11 attacks. As part of the day's festivities, students also attended *VOICES III*, a collection of monologues written by Baruch freshmen as part of their Freshman Seminar experience and performed by a troupe of professional actors in collaboration with BPAC. Students also attended an in-depth diversity challenge led by trainers from the Anti-Defamation League followed by an interactive workshop on negotiating intimate relationships in college through effective communication and respect. The day ended with a barbecue and Block Party (brought into the gym because of inclement weather) that was enjoyed by all. We held a concurrent parent and family orientation and reception where parents had the chance to meet and be greeted by representatives from a wide spectrum of College offices. The new Baruch College Parent Association was also launched that day. We are currently building a roster of interested parents to take an active role in the Association. A schedule of activities is in the planning stages but we already continue to produce a regular e-newsletter and parent guide.

Recruitment

The Office of Undergraduate Admissions offers prospective students many opportunities to visit campus throughout the year, including weekly student-guided tours, information sessions and open houses. Each spring we also host receptions for accepted students and begin recruiting high school juniors. The admissions counselors visit over 200 high schools throughout the year to provide students with information about Baruch and CUNY.

Not only are we meeting students in person, but we are also reaching them through several media outlets such as YouTube, the admissions Facebook page, virtually college fairs for domestic and international students and email campaigns. Currently we are working on a virtual campus tour project that will meet the needs of students who cannot physically visit campus.

Registrar

A total of 18,199 (14,379 undergraduates and 3,820 graduates) students registered for fall 2011 semester.

eRoster certification was opened on September 16 and concluded on September 27, 2011. There was 96.57% compliance at its conclusion. The department chairs and the Provost's Office continue to assist with compliance efforts; online reports are readily available to identify sections that have not been verified.

The Office is currently working on the Winter/Spring 2012 course offerings for the Schedule of Classes. Posting to the WEB is expected by October 21 and registration for both terms will begin on November 8th. An extensive analysis was provided by the Registrar's Office to department chairs with suggestions on course offerings for both terms.

The Registrar's office now sends 2 representatives twice a week to coordinate the upcoming system conversion to CUNYFirst/Peoplesoft. These individuals are empowered to make decisions on behalf of the Registrar's Office and to bring back information to the Baruch College community.

The Registrar's office is working closely with Arthur Downing to launch the "Booklist" service, as mandated in the 2010 Reauthorization of the Higher Ed Act, which requires colleges to publish textbook information (including costs) in conjunction with the course schedule so that students may make informed decisions about course costs at the point of registration.

SEEK

Over one hundred and ninety 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. These students will take a mandatory two semester freshman seminar taught by their SEEK counselors and assisted by peer mentors in the fall and spring.

The SEEK Transfer Division continues with our Transfer Bridge Program with CUNY community colleges. Furthermore, they are now requiring that all new Special Program transfers be enrolled in a pilot ten-week hybrid seminar. This is an orientation course that is designed to guide the students as they make their transition into Baruch College.

This year marks the second year of the *SEEK Urban Male Leadership Academy* for underrepresented males. Sixteen men were accepted after a rigorous admissions process including letters of recommendation, a personal statement and an interview with SEEK Counselors.

Student Life

The start of the semester ushered in a series of leadership development workshops for elected leaders of clubs and organizations. Additionally, Student Life worked closely with the Office of Orientation and New Student Programs to get the First Year student experience for our incoming freshmen got off to a positive start. On August 25th, Student Life helped welcome our class with Freshman Convocation, the first class of the Freshman Seminar program and the

annual Freshman Block party on 25th street. The fall semester will celebrate Latino Heritage month, LGBT History Month, the opening of the LGBTQIA Community Resource Center as well as the 29th Annual Leadership Training Weekend. The year, Student Life has added new leadership training experiences including Adventure Weekend in December and three service learning leadership experiences scheduled for the spring. TEAM Baruch recruitment and selection will begin in late October in time for leadership training in January.

Student Life at Baruch College continues its commitment to the development of a campus environment that challenges students to enrich their educational experiences and develop a spirit of civic and community engagement. By encouraging students to participate in active and ethical leadership opportunities; engaging with students on social responsibility, fostering active and responsible student clubs and organizations, and embracing a diversity of programs that celebrate Baruch's rich multicultural heritage, student life at Baruch will contribute to the physical, emotional and spiritual development of students.

Testing and Evaluation

A total of 180 skills assessment tests were given for 5439 students in the 2010-11 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.

As one of the university's borough-wide centers for the reading and scoring of the CUNY/ACT writing sample, a total of 75 reading and scoring sessions were conducted during the 2010-11 year. A minimum of 14,000 examinations were read, scored and processed.

Up until fall 2010 all students who had completed 45 credits were required to take the CPE exam. A total of 2,361 students were invited to test. 1,552 took the exam and the pass rate was 94.4%. It had been 89.8% the prior year. On November 22, 2010, the CUNY Board of Trustees voted to eliminate the CUNY Proficiency Examination (CPE) as a degree requirement for all previous, current, and future CUNY students.

A total of 4,397 students took the Simnet exam. The pass rate for the first attempt was 64.4%, for the second attempt it was 78.8% and for the third attempt was 99.81%. The pass rate for first attempt increased slightly from 2009, when it was 62.8%. The third attempt pass rate, already at a very high rate of 99.78 in 2009, was 99.81 in 2010. Effective fall 2011, the Simnet exam is no longer a college requirement and has been eliminated as a service component of the office of Testing and Evaluation.

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 2010-11 year, 5,450 evaluation packets were prepared. 160,000 scan forms were processed and 106,090 forms were scanned. 5,201 evaluation reports were generated and distributed. Electronic data files were also created and distributed to academic departments and administrative offices. Detailed information can be obtained in the Office of Testing and Evaluation 2010-11 Report.

Undergraduate Admissions

Baruch College enrolled 3411 new students; 1311 freshmen and 2100 transfer students for the fall 2011 semester. The average SAT for our regularly admitted freshmen was 1213 as compared to 1217 last year. The fall 2011 freshman class maintained an average GPA of 86.4, which is consistent with last year's average GPA. The average SAT for the MHC Freshmen was 1371, down from 1384 the previous year, and the average GPA was 92.7. The average SAT for Baruch Scholars was 1342, down from 1363 last year, and the average GPA is 90.6.

Our transfer class for fall 2011 consisted of 2099 new students. This semester the average age of the incoming transfer student was 24 a slight decrease as compared to last year's average age of 21. The average GPA for the transfer class was 3.3. 61.8% of our fall 2011 transfer class comes from within CUNY, and 40.3% comes from non-CUNY Community Colleges. Our two largest feeder colleges continue to be BMCC and LaGuardia from which we enrolled were 286 and 275 students.