BARUCH COLLEGE
PRESIDENT’S CABINET MEETING
August 22, 2011

Agenda

1. Approval of Minutes
2. President’s Remarks
3. Provost Matters
4. Chancellery Feedback on Proposed FY12 PMP Indicators
5. Enrollment Update
6. Policy Review
   o Service of Process Policy
   o Ban on Credit Card Solicitation.
7. Space Utilization Policy
8. Marketing, PR, Public Affairs Update
9. Discussion of the Priorities for the Upcoming Academic Year and the Strategic Plan
10. Other Old Business
11. New Business

Attendance:
Mitchel B. Wallerstein, President
David Birdsell, Dean, School of Public Affairs
John Choonoo, Director of the Office of Institutional Research
Ben Corpus, Vice President for Student Affairs & Enrollment Management
John Elliott, Dean, Zicklin School of Business
Arthur Downing, Chief Librarian and Chief Information Officer
Gabriel Eszterhas, Vice President for Administration and Finance
Mark Gibbel, Vice President for College Advancement
Mary Gorman, Chief of Staff
Christina Latouf, Assistant Vice President for Communications, Marketing and Public Affairs
Terrence Martell, Chair, Faculty Senate
James McCarthy, Provost and Senior Vice President for Academic Affairs
Jeffrey Peck, Dean, Weissman School of Arts & Sciences
Stephanie Vullo, Executive Legal Counsel

Absent:
Beverly Wolff, Baruch College Fund Board Liaison

Approval of Minutes
A motion was made to approve the minutes of the July 18th meeting and the minutes were approved as amended.

President’s Remarks

Budget
President Wallerstein noted the University’s current senior college budget allocation model has resulted in an allocation less than Baruch’s revenue target for this year.
Performance Management Process

The President briefed members of Cabinet on his recent Performance Management Process meeting with the Chancellor. He noted the Chancellor expressed concerns regarding the College’s low engagement in online education; the lack of good measurement of post-graduate outcomes; the low percentage of students passing gateway math courses; and faculty diversity. A discussion followed. Provost McCarthy noted the College has a number of online education initiatives underway which mark a 300% change from last year. Members of Cabinet noted it is difficult to acquire consistent post-graduation outcomes. In response to the expressed concern regarding the Gateway math course pass rate, it was noted that the gateway mathematics course is pre-calculus, which is a more advanced course than most institutions require. The University’s new general education requirements may affect The College’s gateway mathematics course. President Wallerstein noted the fierce competition for the relatively few faculty candidates in certain disciplines; Provost McCarthy noted the College’s faculty is not as diverse as other CUNY Colleges’ faculty bodies.

Ad Hoc Committee on International Education

President Wallerstein briefed members of Cabinet on a recent meeting at CUNY Central regarding International Education. He noted there are a few CUNY Colleges, including Baruch College, that are interested in joining a public urban-serving university consortium for international education. It was noted that CUNY must move quickly in considering membership as the consortium has already filled 11 of its 15 slots.

Academic Excellence Fee

The President reported students have expressed concerns over the newly instituted academic excellence fee. It was noted that the CUNY Board of Trustees recently approved the tuition and fee increases effective Fall 2011 at a special meeting on August 3, 2011. Many students were concerned by the short notification of the required fee. It was reported that Frank Fletcher, Executive Director of Zicklin Graduate Programs, has received over 200 emails expressing negative feedback regarding the new academic excellence fee. Dean Elliott noted the students are mostly disgruntled about the timing rather than the size of the fee increase. Dean Elliott noted he will interview with Zicklin students to address and manage the expectations of how the funds collected from the fee will be utilized.

Provost Matters

Strategic Plan

Provost McCarthy reported the Strategic Planning Committee will be meeting soon and will be working closely with consultant Tony Knerr, of Anthony Knerr and Associates on the creation of the next strategic plan. The committee has an aggressive timeline which will culminate in the completion of the strategic plan by February 2012. The President noted CUNY is preparing its own master plan.

Online Education

Provost McCarthy reported that PUB 1250 (Public Administration in Modern Society) and ECON 1001 (Introduction to Micro-Economics) are examples of new online and hybrid courses with the capacity to accommodate several hundred students per semester. He stressed that online education is a tool to increase enrollment and alleviate demands on physical space. Ms. Vullo noted that there are possible copyright issues associated with online education. The Provost agreed this was a matter that would need to be addressed. The Provost reported ITHAKA is doing a deep dive case study on online education, led by Bill Bowen. The President expressed hope of receiving the results of the case study in time to begin planning online courses for the Spring 2012 semester.
Dr. Martell inquired about the feasibility of online degrees at Baruch College. A discussion followed.

Provost McCarthy expressed the idea that core curriculum courses required across the CUNY system could be held as online courses to achieve commonality and fluidity for transfer students.

**Chancellery Feedback on Proposed FY12 PMP Indicators**
Ms. Gorman reviewed the chancellery feedback on the College’s Performance Management Process indicators for FY12 and expressed targets. A discussion followed.

**Enrollment Update**
Vice President Corpus briefed members of Cabinet on the current Fall 2011 enrollment figures. He noted the College is 907 students above last year; 9000 credits above last year; the FTE is 592 students above last year’s figures; the average SAT score is expected to be five points below last year’s and the College will exceed its transfer student goal of 1400 students. A discussion followed. Dean Elliott expressed concerns that the increase of student enrollment in comparison with loss of full time faculty may begin to affect AACSB.

**Policy Review**
Ms. Vullo reviewed the two drafted policies *Service of Process Policy* and *Ban on Credit Card Solicitation* which were circulated to members of Cabinet prior to the meeting. A discussion followed. Ms. Vullo noted that once the policies are approved they will be implemented. She asked that members of Cabinet email their comments to her if they had any.

**Space Utilization Policy**
Ms. Gorman and Dean Birdsell distributed and reviewed a draft of the Space Utilization Policy. A discussion followed.

**Marketing, PR, Public Affairs Update**
Ms. Latouf reported that as the College has limited resources, it will be important to strategize on marketing priorities and she will be meeting with individuals to plan accordingly. She noted it will be important to establish yearly goals.

Ms. Latouf highlighted the event launching the Baruch Index on Political Accountability on September 15th.

She noted that *US News and World Report* would release college rankings in mid-September instead of during the month of August as in prior years.

**Discussion of the Priorities for the Upcoming Academic Year and the Strategic Plan**
President Wallerstein stressed the need to begin brainstorming on the College’s strategic priorities for the year. Vice President Eszterhas noted the budget would be firmed up by the next meeting and could inform this discussion as it continues. Dr. Martell noted faculty morale requires boosting as faculty have not received a pay raise in three years. Dean Peck reported that the travel budgets would be reinstated. Dean Birdsell stressed the need for a strategy in rolling out travel benefits. Provost McCarthy noted faculty members have been promoted without compensatory salary increases. President Wallerstein added this has led to an attrition of talented faculty members. Dr. Corpus noted that Student Support Services have also suffered due to budgetary restraints.
Other Old Business

- Vice President Eszterhas asked that Reso A requests be submitted to him.

- Vice President Eszterhas reported that all buildings on campus will be closed on Labor Day, September 5th. As such, the buildings will not be open to anyone.

New Business

None