BARUCH COLLEGE
PRESIDENT’S CABINET MEETING
March 14, 2011

Agenda

1. Approval of Minutes
2. President’s Remarks
3. Provost Matters
   • Dissemination of RCM Information
4. On-line Education at Baruch
5. Development of a New Strategic Plan
6. Research Foundation Management Report
7. Planning for Summer Session
8. ERI Guidance from CUNY
9. Status of the Ph.D. program in Business
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
Arthur Downing, Chief Librarian and Chief Information Officer
John Elliott, Dean, Zicklin School of Business
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 February 28th meeting and the minutes were approved.
President’s Remarks

Banking On The Future: A New Paradigm For Rebuilding America’s Infrastructure

President Wallerstein updated members of Cabinet on the very successful event hosted by the Newman Real Estate Institute entitled “Banking On The Future: A New Paradigm For Rebuilding America’s Infrastructure.” The event featured the Honorable Scott M. Stringer Manhattan Borough President, the Honorable Steve Israel United States House of Representatives of 2nd Congressional District of New York; and the Honorable Jerrold Nadler United States House of Representatives of 8th Congressional District of New York. The goal of this conference is to foster a high-level discussion of options, ideas and proposals to make the creation and capitalization of a national or regional infrastructure bank a reality as well as to debate the governance modalities for such a bank.

Japan Relief Initiative

President Wallerstein reported Shadia Sachedina, Interim Director of Student Life is the College’s point person for the relief efforts for the victims of the March 11, 2011 earthquake and tsunami. It was also noted that the Undergraduate Student Government is raising funds for the relief efforts. President Wallerstein will be sending a message to the College community in regards to College’s and CUNY’s response to the tragedy in Japan.

CUNY Council of Presidents Retreat

President Wallerstein briefed members of Cabinet on the CUNY Council of Presidents Retreat on March 11, 2011. He noted the proposed General Education/Transfer policy was one of the topics of discussion.

A discussion followed. Dean Elliott suggested the College construct a list of courses Baruch College does not accept for general education credits or transfer equivalency from incoming transfer students. Provost McCarthy noted that the learning objectives at other CUNY Colleges are not always equivalent to the learning objectives at Baruch College.

It was noted that Baruch College has the highest graduate rates for transfer students at CUNY and data supporting such was submitted to the Chancellor. A discussion followed.

President Wallerstein reported other topics of discussion at the retreat included: budget presentations from the present through 2015; CUNY as an entrepreneurial university and the academic future of CUNY.

Provost Matters

Dissemination of RCM Information

Members of Cabinet discussed the FY10 RCM analysis.

Dr. Martell noted there needs to be a relationship between the RCM and the Strategic Plan, as the College’s strategic plans are affected by expenses and income.
Members of Cabinet discussed variants that affect the RCM including the shift in the proportion of incoming freshmen and transfer students; and tuition differential.

Planning for Summer Session
Vice President Corpus reported the deadline for summer session course submissions was last week and the current enrollment is 1900 students short from last year. He noted the administration must have a full conversation about the student breakdown for the summer session.

President Wallerstein stressed that the consequences of not making the revenue target this year is of great concern, as it would be a repeat of last year. Vice President Eszterhas noted in order to make the current revenue target the College will need to make one million dollars over last year’s target in addition to the 5% tuition increase. A discussion followed. It was noted that a marketing plan for the summer session, other than the CUNY Summer in the City campaign, is needed.

Ms. Latouf suggested moving up the summer session registration date for non-CUNY students, which is currently May 23, 2011. Vice President Corpus stated it is necessary to analyze the impact of moving up non-CUNY student registration.

Members of Cabinet discussed variants that have an impact on which courses fill up quickly. It was noted that course offerings have an impact. Provost McCarthy stated academic department chairs need guidance on what courses to offer other than what has already been submitted.

On-line Education at Baruch
Members of Cabinet discussed on-line education at Baruch. It was noted some introductory courses mainly in the Weissman School of Arts and Sciences, (i.e., Introduction to History and Psychology 101) could move to a hybrid format. It was also noted that the financial cost of developing hybrid courses with the necessary interactive capability could be $100,000.

Provost McCarthy noted that faculty have responded well to the call of creating hybrid courses. He also noted teaching loads for faculty that teach hybrid courses will need to be reviewed.

Development of a New Strategic Plan
President Wallerstein led the Cabinet discussion on the development of a new strategic plan which will launch in January 2012. He stated that much of the research that went into the preparation of the recent AASCB and Middle States reviews could be applied to the development of a new strategic plan.

Members of Cabinet agreed that the strategic plans for each of three schools should resonate with the College’s strategic plan.

Members of Cabinet discussed the membership of the strategic plan committee. It was agreed the makeup would consist of: members of Cabinet, three faculty members, two students and a
representative of the Baruch College Fund. Town Hall meetings will be held to acquire the input of the faculty body as a whole.

A discussion followed regarding hiring a consultant organization or a full timer to organize the development of the next strategic plan.

**Research Foundation Management Report**  
President Wallerstein distributed the CUNY issued Research Foundation Management Report for the College for the Fiscal Year 2011 (July 1, 2010 – December 2010). A discussion followed.

**ERI Guidance from CUNY**  
Vice President Eszterhas gave an update on ERI (Early Retirement Incentive) guidance from CUNY Central. He reported CUNY Central is reviewing ERI replacement requests. He stated if the College can prove it can afford the replacement, it will be approved.

**Status of the Ph.D. program in Business**  
Provost McCarthy gave a brief update on the status of the joint Ph.D. in Business with The Graduate Center. A discussion followed.

**Other Old Business**  
None

**New Business**  
None