BARUCH COLLEGE
PRESIDENT’S CABINET MEETING
September 19, 2011

Agenda

1. Approval of Minutes
2. President’s Remarks
3. Provost Matters
4. Final Approval of Service of Process Policy and Policy on Ban on Credit Card Solicitation
5. Review of Policy on Policies
6. Baruch College Fund Update
7. US News 2012 Rankings Summary
8. Consultation with Elected Student Representatives re: Compact Spending
9. Need for/Desirability of a Central Faculty Travel Fund?
10. Upcoming Advertising Spends
11. Continued Discussion of the Priorities for the Upcoming Academic Year and the Strategic Plan
   a. Moving ahead with the Development of a New Masters degree in International Affairs
   b. Exploring possible on-site Baruch BBA degree at BMCC
12. Other Old Business
13. 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 and Vice Provost for Global Strategies
Beverly Wolff, Baruch College Fund Board Liaison
Stephanie Vullo, Executive Legal Counsel

Approval of Minutes
A motion was made to approve the minutes of the September 6th meeting and the minutes were approved.

President’s Remarks
President Wallerstein reported that with the assistance of select members of Cabinet he has drafted a formal response to the Chancellor’s expressed concerns regarding the pass rate of the College’s gateway math course, pre-Calculus; as well as a formal request with regard to the College’s fiscal position.
President Wallerstein distributed and reviewed a CUNY generated report on sponsored research activity expenditures. He expressed concern that Baruch’s sponsored research activity is comparatively lower than the other senior CUNY Colleges. A discussion followed. It was noted that the senior colleges that are leading in sponsored research activity are concentrated on science and engineering research. It was also noted that the community colleges that are leading in sponsored research activity are mainly recipients of training grants, for example workforce development grants. President Wallerstein expressed the possibility of addressing the methods of increasing faculty research in the next strategic plan.

President Wallerstein shared a concern expressed by a student regarding the College’s smoking policy on campus. He noted the student stressed concerns about students standing directly in front of doorways and revolving doors and as a result the smoke is drawn back into the lobby of the buildings. A discussion followed. It was noted the CUNY Tobacco Policy would not be in affect university-wide for another year. Members of Cabinet agreed to implement elements of the CUNY Tobacco Policy early. President Wallerstein asked Ms. Gorman to draft a policy statement.

**Provost Matters**
Provost McCarthy briefed members of Cabinet on possible collaboration with Russlyn Ali, Assistant Secretary for Civil Rights of the United States Department of Education, on a one day summit for the five Education Trust winning institutions. The focus of the summit is to discuss Education Trust policies at the state level and the success of the five winning colleges, which are all part of larger university systems. The summit will be held in Washington D.C.

**Final Approval of Service of Process Policy and Policy on Ban on Credit Card Solicitation**
Ms. Vullo solicited additional comments on the prior discussed Service of Process Policy and the Policy on Ban Credit Card Solicitation. There were no additional comments.

**Review of Policy on Policies**
Ms. Vullo presented the draft of the Policy on the Development, Approval, and Implementation of Administrative College Policies, which was distributed to members of Cabinet prior to the meeting. She requested that all comments be emailed to her.

**Baruch College Fund Update**
Ms. Wolff gave a brief update on administrative housekeeping for the Baruch College Fund. A brief discussion followed.

Members of Cabinet agreed upon the importance of the College on the Baruch College Fund for fundraising efforts and the cultivation of new donors.

**US News 2012 Rankings Summary**
Mr. Choonoo briefed members of Cabinet on the College’s current ranking status in the latest US News Best Colleges rankings. Supportive documentation was distributed and reviewed. A discussion followed.

**Consultation with Elected Student Representatives re: Compact Spending**
President Wallerstein inquired if elected student representatives are consulted in regarding the spending of CUNY Compact funds. Vice President Corpus confirmed that he annually meets with the student representatives regarding Compact spending.

**Need for/Desirability of a Central Faculty Travel Fund**
President Wallerstein presented the idea of a centralized faculty travel fund in addition to school and departmental level travel funds. A discussion followed.

**Upcoming Advertising Spends**
Ms. Latouf briefed members of Cabinet on recent and planned advertising expenditures for the public relation and recruitment purposes. She noted the College has a full line up of October/November events that will be publicized including: the Harman Visiting Professor Lecturer Jhumpa Lahiri; the Claire Mason Lecture Series guest speaker Muriel Siebert; the Jewish Studies Center Holocaust Film Series and the Newman Real Estate Institute Brooklyn Waterfront Conference. Advertising will be on Bloomberg Radio, the *Crains New York* daily e-communication, select print publications and online sites.

Vice President Corpus suggested placing a full page advertisement in *The New York Times Magazine*. A discussion followed. It was noted that while it provide recognition of the College, the advertisement would be rather costly investment during a fiscally restrained time.

**Continued Discussion of the Priorities for the Upcoming Academic Year and the Strategic Plan**
*Moving ahead with the Development of a New Masters degree in International Affairs*
President Wallerstein inquired of the status of the development of a new Master’s degree in International Affairs. Dean Peck suggested a faculty member be identified to take the lead and write a draft a proposal. He noted it would take a year to write the draft and get internal approval. Members of Cabinet discussed the possibility of including the proposed Masters degree in International Affairs in the next strategic plan.

*Exploring possible on-site Baruch BBA degree at BMCC*
President Wallerstein reported he would be visiting the proposed site at BMCC that would be utilized by Baruch’s business programs. He noted Dean Elliott and Vice President Corpus will be joining him.

**Other Old Business**
*2012 Commencement*
Ms. Gorman reported holding the 2012 commencement at Citified is no longer a possibility due to the site’s limited availability and the proposed cost.

*Spring Enrollment*
Vice President Corpus reported the Spring 2012 transfer student enrollment would be reduce by 400. A discussion followed.

*Chancellor’s Campus Visit*
President Wallerstein reported that the Chancellor’s campus visit has been rescheduled from September 27th to November 3rd.

**New Business**
*None*