Baruch isn’t only about academics. Yes, Baruch is a commuter college. But that doesn’t prevent our student body from participating in over 125 clubs and organizations representing cocurricular, social, and cultural interests. The Handball Maniacs, Hebrew Culture Club, Hellenic Society “Socrates,” Hillel Club, Hindu Student Council, Hip Hop 201, Hispanic Society, and History Club—and that’s just a list of the clubs and organizations beginning with the letter “H”! And students create new clubs and organizations every year. Student clubs compete in national competitions and attend national conferences.

The student activities calendar is filled throughout the year with parties, cultural celebrations, and career events sponsored by many of the academic and professional organizations. The Office of Student Life sponsors and coordinates a number of large-scale programs, such as the Fall Club Fair in October and Spring Fling Street Fair on East 25th Street in May. You’ll also find organized student leadership training programs, charitable fundraising activities, and discount ticket programs to movies, comedy clubs, and the theatre.

Make friendships that last a lifetime, develop invaluable professional contacts, get out into the community and make a difference! There are entertainment, recreational, and enrichment outlets aplenty at Baruch.

### A SAMPLE OF THE OVER 125 CLUBS AND ORGANIZATIONS

<table>
<thead>
<tr>
<th>Accounting Society</th>
<th>Muslim Student Association</th>
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<tr>
<td>African Students Association</td>
<td>Paintball Club</td>
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<td>Archery Club</td>
<td>Political Science Club</td>
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<td>Asian Student Association</td>
<td>Pool and Skating Society</td>
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<td>Bio-Med Society</td>
<td>Poker Club</td>
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<td>Finance &amp; Economics Society</td>
<td>Pre-Law Society</td>
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<td>Golden Key National Honor Society</td>
<td>The Ticker (student newspaper)</td>
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<tr>
<td>Music &amp; Performing Arts Guild</td>
<td>WBMB Baruch College Radio</td>
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Gold, silver, and bronze medals and honorable mention awards went to Baruch College in the nationwide 2005 Direct Marketing Educational Foundation Collegiate ECHO Competition. This year—and cumulatively since the onset of the program—Baruch College has won more direct marketing awards than any other college.

**Competition summary:** Each year a corporate sponsor challenges students to propose solutions to real-world marketing needs. Student teams develop and present a marketing strategy, creative campaign, media plan, and itemized budget.

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**ATHLETICS: COURTING VICTORY**

In 2005 Baruch College—its teams known as the Bearcats—put together another outstanding year, with five teams reaching the CUNY Athletic Conference finals and one playing in a prestigious NCAA tournament.

For the second consecutive season, the men’s tennis team went undefeated. Senior Witton Ng (Midwood HS) provided valuable leadership. The women’s team advanced to their first final and a second-place finish. Thanks go to star seniors Janna Derjavina (Forest Hills HS) and Ellen Dadanina (Brooklyn Tech).

The women’s and men’s volleyball teams each reached the championship game. The women went undefeated in the CUNY Athletic Conference, thus earning a berth to the NCAA tournament. Safia Mian (Francis Lewis HS) and Fior Ulloa (Christ the King HS) led the Bearcats to their first-ever NCAA berth.

The Cheerleading and Dance Team was victorious, winning its 14th CUNYAC championship.

This year, the Bearcats have a chance to impress not only those in the tristate area but fans around the country. Our teams will be participating in competitions in Florida, Vermont, Massachusetts, and Pennsylvania.

Find out more about Baruch sports at [www.baruch.cuny.edu/athletics/](http://www.baruch.cuny.edu/athletics/). Participation is open to all incoming students. The cheers could be for you.

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**SCIENCE SCHOLARS**

Kimberly Joyce Brown ('06, Tom Springs HS, Riverside, Calif.) and Mark Smiley ('06, Transit Tech HS) won MERCK Undergraduate Scholarship Awards for 2006. Fifteen awards were granted nationwide. The winners receive a scholarship of up to $25,000 and a summer internship at a MERCK research facility (which includes a stipend of not less than $10,000). The MERCK program is designed to increase the number of African Americans in biomedical science education and research.

Kudos to Michelle Washington ('05), who is now attending Duke University Medical School.

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**MEDALING IN MARKETING**

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FRESHMAN FRIENDLY

The transition from high school to college, even for the best-prepared student, can be overwhelming. Recognizing this, colleges across the country have implemented freshman programs to ensure quality instruction and support services, all to create a better-satisfied/happier customer.

Nationally, these programs are known as Learning Communities. At Baruch, we refer to our program as the Baruch Academy. What is it? The academy provides a value-added immersion experience designed to foster personalized attention, an interconnected curriculum, and academic and social support networks. Some of the perks are smaller class sizes, mentoring and additional advisement, and field trips. Students rave about this program, which encourages lasting relationships with peers and profs.

MEDIA MUSCLE

Douglas Muzzio, professor of public affairs, is the go-to man for TV, radio, and newspaper political journalists. Muzzio’s sharp insight into the inner workings of the political scene makes him one of the most sought-after analysts in New York City. He was tapped to participate in the New York Press Club Foundation’s prestigious Annual Conference on Journalism. Muzzio was joined by Gabe Pressman, News Channel 4; Jonathan Alter, Newsweek; and Wayne Barrett, the Village Voice. The topic: “The New York City Mayoralty Election 2005 and Looking Ahead to 2006 and 2008.”

Carol Berkin, professor of history, has appeared as a commentator in over 20 television documentaries on PBS, A&E, and the History Channel. Berkin is also a prolific writer. Her most recent book, Revolutionary Mothers, de-romanticizes the Revolutionary War and shows how many women held leadership roles during the years 1775–1783.

David Birdsell, acting dean of the School of Public Affairs, is a communications expert and presidential debate scholar. Birdsell appears regularly on CNN, NY1, Fox-5, Telemundo, Globe-TV Brazil, Reuters, and NPR.

Muzzio, Berkin, and Birdsell are just three among the faculty sought for their expertise. In 2005, 84 Baruch professors were consulted and quoted by the news media.

Baruch College is at the forefront of the technology revolution. The goals behind our new initiatives: student satisfaction, convenience, and enjoyment. Here are a few examples:

- **Internet Access Kiosks:** Over two dozen Internet access stations around campus make checking e-mail and class assignments a breeze. An additional two dozen are on the way.

- **Blackboard Inc.** Blackboard is a communication system that allows students to send and receive e-mail and access chat rooms to interact with other students and professors and allows professors to send announcements to their students about classroom material. Blackboard has been upgraded to offer online course lectures in streaming video format.

- **Digital Media Library:** The College’s online media library captures events such as readings by prominent authors, lectures by leaders in government and business, artistic performances, and social club events for all to see—on command.

- **Online Tutorials:** The College offers Web-based tutorials. View these videos at your own pace and on your own schedule.

SPEAKING UP

Education happens outside the classroom as well as within. Throughout the year, exciting and stimulating guest speakers from the worlds of government, business, literature, and the arts visit our campus. Among this year’s prominent lecturers: the former charismatic governor of New York State **Mario Cuomo** (left) and the legendary former General Electric chairman and CEO **Jack Welch**.
THE TOP 10 EMPLOYERS OF BARUCH STUDENTS

1. PricewaterhouseCoopers
2. Deloitte
3. Morgan Stanley
4. Citigroup
5. JPMorgan Chase
6. Ernst & Young
7. Goldman Sachs
8. Lehman Brothers
9. AIG
10. Standard & Poor's

EMPLOYMENT POWERHOUSE

In the academic year 2004–2005:

- 472 companies hired Baruch students
- 2,428 individual employers hired Baruch students
- 5,000 jobs and internships were posted
- The average starting salary reported for Baruch graduates was over $44,500
- More Baruch students than ever before were hired as interns or given full-time offers in investment banking, sales, and trading and asset management firms

FINESST FRESHMAN

60% of the class had a high school GPA over 85
23% of the class had a high school GPA over 90
49% of the class had a combined SAT score over 1100 (for math and verbal)
Over 8% of the class had a combined SAT score over 1300 (for math and verbal)

THE HONORS COLLEGE

Students seeking an honors program experience can do no better than Baruch's. In 2005 applicants presented strong portfolios: those offered admission had a mean combined SAT score of 1341 (math and verbal) and a mean high school GPA of 92.8. Anyone with a 90+ GPA and 1200+ combined math and verbal SAT score is encouraged to apply.

*Statistics above are for the freshman class entering in 2005.

CRITICS’ CHOICE

Do you secretly long for the lights and excitement of live theatre? Long no more. Baruch has a lively season of student productions coordinated through the College's Department of Fine and Performing Arts (FPA). The Dr. Faustus Project, a unique adaptation of Christopher Marlowe's famous 16th-century tragedy, directed by Professor Ed Lingan, will feature student slam poets, spoken-word artists, and hip-hop performers. Equally revolutionary was the fall production of Cuban-American Rogelio Martinez’s new play Comrades and Worms. Each production offers opportunities for about 40 students onstage and backstage.

CHECK IT OUT

To find out more about Baruch College, visit our Web site at www.baruch.cuny.edu and ask your college adviser for our viewbook. You may also contact the university directly by writing the Office of Undergraduate Admissions, Baruch College, One Bernard Baruch Way, Box H-0720, New York, NY 10010-5585 or e-mail the admissions office at admissions@baruch.cuny.edu.

The City University of New York