

GENERAL FACULTY REPORT
March 2010
STUDENT AFFAIRS & ENROLLMENT MANAGEMENT

Student Affairs professionals at Baruch support students and their development in a variety of ways that enrich the college experience. While we address issues concerning student conduct and breaches of academic integrity, we also advise, mentor and guide student clubs, honor societies, special programs and initiatives, and crisis intervention for distressed students. For example, of note is the work of the newly established Campus Intervention Team (CIT). The CIT intervenes in crisis situations when reported by faculty, students, and staff. The CIT has rapidly evolved since its inception in 2008. Outreach to faculty was the primary goal of the 2009-2010 year, as campus-wide participation is an essential component for a properly functioning team. This year faculty members were encouraged to learn more about their potential role in assisting students in crisis by attending two professional development workshops, and signing up to use the “At Risk” software program. Both the workshops and the software were designed to help faculty recognize the indicators of students in crisis. In addition, a member of the CIT is now available, upon request, to make a brief presentation and respond to individual faculty questions at departmental meetings. Initial feedback from departments who have invited the CIT to faculty meetings has been positive.

Academic Advisement

The Center for Academic Advisement had a busy fall. Its five full-time advisers, five part-time advisers and three peer advisers met with 6,334 students for walk-in advisement. Additionally, students were offered academic advising 3,259 times via individual appointments, email advisement, and telephone advisement. Planned spring events for the Center include the annual Majors/Minors Fair, numerous Orientation advising sessions and targeted programs for student-athletes, transfer students and other populations.

The Center’s peer advisers designed and facilitated a workshop, “Play the Basics – Communicate Your Way to The Top,” which 21 first year students attended. The peers also published two “It’s Academic” newsletters (Freshman/Sophomore Edition) and assisted the advisement staff during the FRO 1000 Advisement Module.

In March 2010, several academic advisers presented on Baruch’s innovative online advisement program, L.U.C.Y. (Linking Undergraduate Curriculum to You) at a poster session at the Regional NACADA (National Academic Advising Association) Conference in Boston. Also at that conference, Elaine Cataletto, a senior academic advisor on staff, was selected as the recipient of the Region 1 NACADA Academic Advising Excellence Award.

Athletics

This has been an outstanding year in athletics for Baruch. Every single team in the Fall season finished either in 1st or 2nd in the conference. Two teams made the CUNY finals, and one team, Women’s Cross-Country, won the championship. At the end of the fall

season, we were one point behind our archrival, Hunter. The winter season was even more successful for our athletic teams. Once again, every single team either finished 1st or 2nd in the conference standings. Additionally this time, 3 teams (Women's Basketball, Women's Swim, and Men's Swim) took home CUNY Championships. Men's Volleyball has not completed their season, and are currently ranked 4th in the nation, with exciting wins over Harvard, M.I.T. and UC Santa Cruz. At the end of the winter season, we are now ahead of Hunter by 30 points. There are still 3 spring sports getting ready to start their season (Men's Tennis & Men's Baseball (both defending CUNY Champs) and Women's Softball), with high hopes for all of them. Baruch is on the threshold of breaking the all-time CUNY record for the most CUNY Championships won, in a single year (current record is 6).

Academically, our teams have remained very consistent, and for the first time, the average GPA's of all teams combined, was better than 3.0 (200+ athletes). There were over 70 CUNY scholars (GPA's over 3.2), and currently there are 15 student-athletes that are either Baruch Scholars or CUNY Honors College scholars.

Career Development

The Starr Career Development Center (SCDC) welcomed two new staff members in February. Dr. Richard Orbe-Austin will serve as an Associate Director and Manager of Career Services and Ms. June Ishidoya will be a Senior Career Adviser. More than 12 candidates were interviewed and three graduate student counseling interns were selected for the 2010-1011 academic year to work in the Starr Career Development Center. Fifteen Peers for Careers who have been trained in reviewing resumes and conducting mock interviews will be working in the SCDC and 15 new Peers are scheduled to be trained this Spring.

Seventeen participants in the Financial Leadership Program (FLP) attended workshops throughout the fall and Excel and Valuation and Modeling training during the January intercession. Seventy-five percent (75%) of the FLP students have received offers for summer internships. Walk-in Job Search groups are being offered to current seniors and recent graduates to provide support during their job search. Forty-five companies and 600 students attended the Spring Internship Fair in February. Over 70 job preparation workshops and 13 corporate presentations are scheduled in Spring 2010. Six Career Week Panels will feature professionals speaking about their careers in: Marketing & Advertising, Management, Liberal Arts, Government & Non-profit Organizations, Applying for Federal Jobs, and Computer Information Systems. Panels will be moderated by faculty. SCDC staff has or will substitute for faculty through the Starr Sub program in 10 classrooms and make presentations on job search or other career development topics. Special presentations are also offered to groups in the Honors College, Transfer Orientation, Zicklin Orientation, and SEEK throughout the academic year.

The Center hired a new part-time Pre-Law Advisor. She has worked individually with students and conducted a Winter Pre-Law Institute with over 30 students. She is planning nine Pre-law events during the Spring semester and a two week Summer Pre-

Law institute. Through a collaboration with the Writing Center, students will have access to individual appointments with Writing Center staff. Group workshops are also being planned.

The SCDC is fully engaged in social media. The Center posts key events on its Facebook page, and has one of the most highly utilized LinkedIn groups (currently #7 at Baruch). The Center also recently launched a career blog called Career Maven.

Counseling Center

The Counseling Center's new initiatives have developed as an outgrowth of grant funded programs supported by the van Ameringen Foundation and through our partnership with the National College Depression Partnership (NCDP) where university health and mental health providers collaborate to design best practice models for treatment.

During the Fall 2009 semester, the Center continued its efforts to improve clinical services to students. Most notable, the implementation of a Triage Team structure that screens every incoming student seeking services at the Center and assigns them to treatment based on symptom severity rather than on a first come, first served basis. The Triage Team builds on the success of a grant funded initiative to hire a triage counselor last year. The Team, along with the Director and Associate Director meet several times over the course of the week for the disposition of the cases. Students regarded as in need of a higher level of care are referred out to hospital based out-patient or specialty community mental health services accordingly and are monitored while they are in an acute condition through our case management services. These services allow the Center to coordinate care with the off-campus center, so that students returning to the Baruch community continue to receive on-campus support. Case management services have also been an important element of our collaboration with the Campus Intervention Team (CIT). Students who have medically withdrawn due to mental health conditions are referred to the Center for an assessment regarding readiness to return. If the Center staff in collaboration with the student's providers determines that the student is ready to return, the student receives case management services at the Center to help the student transition back to the college.

The new addition of a post-doctoral fellow during the Fall semester and the re-structuring of our pre-doctoral internship requirements allowed the Center to form the triage team. The Post-doctoral program is an addition to our 3 long standing training programs: (1) Beth Israel Medical Center psychiatry residency rotation, (2) the pre-doctoral psychology internship program, and (3) the graduate level doctoral and masters program. The Center continues to receive excellent candidates for our highly competitive programs as our reputation for quality training spreads nation-wide. The post-doctoral fellow and pre-doctoral interns also enhanced the Center's out reach services by providing psycho-educational workshops in collaboration with Freshman Seminar and on-going training and supervision of the Undergraduate Peer Support Program. These workshops and training sessions have been highly attended by students through the Fall semester. Our post-doctoral fellow has also enhanced the Center's group therapy services to students, allowing the Center to address conditions better served by this mode of treatment.

Disability Services (OSSD)

During this period, 57 new student intakes were conducted; 12 students graduated February, 2010 (one summa cum laude and one cum laude); 392 exams with ADA accommodations were administered on behalf of faculty; there were 622 visits to the Assistive Technology Lab; 23 students received individual assistive technology instruction; 35 pieces of equipment were loaned to students; and 40 electronic books were provided to nine students.

OSSD has continued its ongoing collaboration with BCTC to vastly improve access for students with disabilities. Some examples: BCTC installed the SIMNET practice program on the computers in the Disability Services office; OSSD collaborated with BCTC and faculty to configure Skype (telephone via the internet) to accommodate a homebound student who was in the College Now Program; BCTC successfully set up CART in three classrooms for a totally deaf student; BCTC provided increased accessibility for students with disabilities in the BCTC through the purchase of adjustable tables, large screen monitors and printer stands. In this area, OSSD staff also presented various Assistive Technologies for a graduate class in Disability Studies.

Eighty-one (81) students received various career related services through the LEADS Project. Internship and employment highlights for LEADS students include: an offer of employment from Ernst & Young, internships in the finance, marketing, accounting, at a non-profit organization committed to helping children improve writing skills, in healthcare administration and at the Baruch College radio station.

Early Learning Center

The Early Learning Center provides care and education to the children of Baruch students and family support to student/families as they meet the challenges inherent in combining college classes, internships, work, study and the demands of raising a family. The Center is licensed for approximately 30 children ages 2.6 to 5 years through the NYC Department of Health and is accredited by NAEYC (The National Association for the Education of Young Children). Reflecting the international diversity of the college, many student families do not have an extended network of relatives to assist in navigating the city's public school system, health and dental services as well as cultural/play opportunities available for young children. The Early Learning Center provides a base for student/families to become more comfortable with the rich opportunities at Baruch and the city at large. For the Spring 2010, the Center has 34 children enrolled. Recent events in which the Center staff and families have participated include: Trip to LaGuardia Performing Arts Center to see "The Paper Bag Players"; family support workshop/discussion at the Center; NYU Pediatric Dentistry Program hosted discussion/workshop for Student Families on care of children's teeth; a visit from the Alley Pond Environmental Center, which brought small animals for the children to observe and touch; a performance at Carnegie Kids; Spaghetti Lunch and Ice Cream Social in celebration of Chinese Lunar New Year and Valentine's Day. Additionally, Center families and children have accessed more than 15 cultural resources in the city

through our participation in “The Cool Culture” program. The Center was also asked to be a participant in “Jump Start,” a national reading enrichment program.

The director and staff have participated in workshops and conferences offered through the Department of Health, Jewish Board of Child and Family Services, National Coalition for Campus Children’s Centers and CUNY. The Center is serving as a placement site for a Hunter College graduate student and as a participating site for two workshops presented through the annual CUNY Teacher’s Conference.

Financial Aid

Over the last few years, the Financial Aid Office has seen a substantial growth in student loan volume. During the 2006/07 academic year, the office processed a total of 2,644 Direct Loans totaling \$12,176,403. During the 2007/08 academic year, we processed 2,697 loans totaling \$13,398,572. During the 2008/09 year we processed 2,915 Direct Loans totaling \$15,436,873. To date for the 2009/10 academic year we have already processed 3,558 Direct Loans totaling \$20,050,810 and we will continue processing until the end of the spring semester.

The 2009/10 academic year was the first year that allowed students to receive “year round Pell”. To qualify for Pell over and above 100% of the first scheduled award a student must enroll on a half time basis at least and have the possibility of successfully completing a minimum of 25 credits for the award year. The requirement means that to dip into the second 100% of their scheduled award, the student must earn a passing grade in a portion of the class attempted while utilizing the first 100%.

Governor Paterson has proposed changes in the State Financial Aid programs. If enacted, the change would result in a \$75 a year decrease in all TAP awards. However, proposed increases in the Pell Grant will offset the reduction in TAP.

Additional proposed cuts would eliminate TAP for graduate students. For the 2009/10 academic year, we expect that approximately 500 students will receive a graduate TAP award. The maximum that a graduate student can currently qualify for is \$275 per semester.

It has also been proposed that students who are default of federal student would lose eligibility for TAP until the default has been resolved. Currently, a federal student loan default would prevent a student from receiving TAP.

An important change being considered is the change in the program pursuit and good academic standing requirements. The proposed standard would increase both the minimum credits earned and grade point average needed to maintain eligibility. Since students who fail to maintain the standard are allowed only one waiver for their undergraduate career, the change could impact students who withdraw from classes or who are struggling to maintain the required grade point average.

Health & Wellness Services

The Student Health Center and its accompanying outreach program delivers primary health care and educational programming respectively to Baruch students throughout the calendar year. Health and Wellness seeks to ensure that Baruch students are given the care and the tools to make informed decisions about their health that will benefit them, not only throughout their college career, but beyond their time in college. Clinical services provided at Baruch by Beth Israel & Continuum Health Partners include: initial diagnosis and treatment of a broad spectrum of illnesses and injuries, primary care, gynecological care & contraceptives, immunizations, physical exams, nutritional counseling, STI diagnosis and treatment, including HIV testing with counseling, lab testing and referrals. Education & Outreach Services include but are not limited to programs in the following areas: stress management, sexual health, smoking cessation, nutrition, alcohol & other drugs, social and emotional health.

In the Fall 2009, a survey administered by peer counselors determined key health issues of importance to students. The top three concerns were stress relief, nutrition, and exercise. This data was utilized to develop events for the first Baruch Health Week. Daily seminars during the week focused on nutrition, stress relief, fitness, wellness screenings and alcohol awareness. Outreach efforts in health and wellness have included continued collaboration with student organizations. Working with Keep a Child Alive leaders, we brought in a speaker from the Asian Pacific Islander Coalition on HIV/AIDS. Additionally, we participated in Sigma Alpha Delta's annual pre-finals stress relief event, providing free chair massages, nutritious refreshments, and stress management information to students. This spring, CUNY has allotted funds to each campus to support initiatives to assist students who are struggling with food insecurity and housing instability. Baruch's allotment is being utilized to provide students with food vouchers and emergency housing placements. Students in immediate need receive a food voucher which can be used at the Baruch College Cafeteria or a local off-campus establishment. Additionally, an emergency housing agreement has been developed to serve students in need of immediate, short term housing assistance. These initiatives are being organized through the Office of the Vice President for Student Affairs and Enrollment Management along with Health and Wellness Services. Spring 2010 planned programs include: continued flu prevention materials, hand sanitizer and prevention tip card distribution, health insurance options tabling; CUNY Diabetes Risk Awareness Week in collaboration with SEEK; sexual health awareness days; participation in Relay for Life; and the Annual Health Fair.

A new student group, Peers Advocating Wellness Services (PAWS), which grew out of the old student referral and counseling group Help Line, has worked on increasing visibility and student involvement in health concerns. Students in the group are now trained not only to handle peer counseling, but also to be a leaders in health and wellness outreach programming for the Baruch campus. This year the peers have been instrumental in providing health outreach to our students by organizing programming on breast cancer awareness, nutrition, and sexual health.

Monthly statistics are reported from Beth Israel, recording the number of student visits to the health center and the categories of services received. For the Fall 2009, there were 2,721 student visits to the Student Health Center and 3,092 services were provided in all. These services ranged across the full spectrum of offerings provided by the Center and listed above. Visits for the Spring 2010 term have been robust thus far.

International Student Office

As reported in the United States Citizenship & Immigration Services SEVIS System, Baruch College has enrolled 1,686 international students (370 graduate students, 835 undergraduates and 129 ESL & Certificate students). In addition, 352 students currently have received approval or are awaiting approval for Optional Practical Training after completion of their degree and 95 students have received approval to participate in internships for the Spring 2010.

During the month of January 2010 we conducted new student orientations for both graduate and undergraduate students. A total of 63 students attended orientations on January 11 and 26, 2010. The International Student Service Center continues to organize and conduct monthly informational workshops for our students on a variety of topics such as applying for internships, travel, Optional Practical Training and obtaining a social security number.

The Assistant Director position was filled after a staff departure. Ms. Leslie Cummings was hired in December 2009 and there is currently a search in progress for a new Director.

Orientation and New Student Programs

The Office of Orientation and New Student Programs generated or collaborated across the divisions on numerous projects in the area of student orientation and freshman year programs. Fall/winter activities included 8 orientation sessions for spring 2010 incoming freshmen and transfer students. Approximately 100 freshmen attended a full day orientation and advisement program, while approximately 1300 transfer students attended one of 7 transfer orientation programs. Transfer students were encouraged to stay and register on line before leaving campus.

This office coordinated a first-ever Transfer Welcome Week of events starting with an opening reception for spring 2010 transfers and ending with THE BATTLE OF LEXINGTON. The Welcome Week included a series of career workshops culminating in the Starr Career Development Center's annual Internship Fair. Students were also invited to attend performances at the BPAC, workshops on getting into the Zicklin School, how to research and use the Library, and a Counseling Center workshop on maintaining health and wellness. The Writing Center, SACC, The Early Learning Center, and the Advisement Center ran multiple Open Houses for new Transfers as part of the program.

We are expanding our outreach to parents by providing a parent guidebook and bimonthly electronic parent newsletter starting fall 2010 following the annual Convocation/Baruch Beginnings Parent Orientation.

Spring 2010 saw the resumption of the Transfer Learning Communities program with 2 communities running currently, one anchored by LAW 1101 and one by LTT 2850. These offerings include small class size, an assigned academic advisor and peer mentor, a 10-week Transfer Seminar series focusing on career prep, networking, writing and research skills, a luncheon with the Harman Writer-in-Residence, plus other community-building activities. Faculty also offer students co-curricular activities as part of this experience. Evaluation of assessment data on the previous pilot semesters indicate a statistically significant improvement in GPA and retention of students who participate in the Transfer Learning Communities over those with comparable profiles who do not.

The selection process for a fall 2010 freshman text is nearing completion and plans for fall 2010 Convocation are already underway. This office has been an active partner in developing the Creative Arts Grant proposal spearheaded by Dean Peck. The project includes a coordinated freshman text, Convocation activities, and a redesign of Freshman Seminar to incorporate the grant's theme of *Performing Diasporas: Identities in Motion*. Convocation will include a performance of Maya Lilly's MIXED. That performance will serve as a model for the semester-long Freshman Seminar exploration of diversity and identity and culminate in the performance of student monologues at an end-of-semester event. Integration of a news literacy component sponsored by the Journalism department along with the BPAC component for Freshman Seminar will provide an exciting new focus for the course and build on the course's transformation over the past three years. These included a student blogging component on Blogs@Baruch and students taking part in self-directed learning enrichment experiences, sampling the wealth of co-curricular offerings on campus.

Registrar

16,817 students have registered for the spring 2010 semester. In addition, the Registrar's Office is in the process of finalizing graduation for February graduates and planning for summer and fall 2010 registration. Registration for summer and fall will take place in April and May.

The Registrar's Office has had great improvement to the E-certification process. In Spring 2010, Baruch was 97.5% compliant on the deadline for CUNY E-certifications. Working with BCTC we hope to have better tools to assist faculty, Department Chairs, Associate Deans and the Provost reaching out to faculty members. Using eRoster, faculty can certify enrollment via the web after the third week of classes. Faculty members will also be able to submit "WU" and "WN" grades through the eRoster for undergraduates who have never attended class or for those with excessive absences. This automated process complies with federal guidelines for students receiving Title IV funds. This summer we will be running the E-certification process for the first time in a summer term.

The Registrar's Office has successfully implemented a new on-line transcript request system. This system allows students to request and pay for transcripts on-line. It significantly streamlines this process for students and requires fewer staff hours to process. Robo-Transcripts have the ability to always be on, and ready to print transcripts. From 8/31/2009 through 1/15/2010 there are 137 days that Robo-Transcripts printed transcripts. However, there are only 89 days in which manual transcripts were printed during the same time period. This has become the transcript request method of choice for our students.

The Registrar's office is now almost completely staffed. In the last year 4 new Assistant Registrars have been hired. One additional assistant registrar search is underway. This is greatly improving the services of the office. In addition, a new office organizational chart has been created with more managerial oversight as a goal. All staff have been signed up for Customer service training this spring.

Working with the Ad Astra company the Registrar's office staff is developing a new system called Platinum Analytics, a course schedule planning tool. Once deployed this software will allow us to provide accurate course needs data to the department chairs so they may provide adequate seats in courses, thus ensuring a higher percentage of our students will graduate on time.

SEEK

During the month of January 2010, the SEEK Program ran two inter-session initiatives. The first was a mandatory math support program for SEEK freshmen who did poorly in or dropped their math class in the fall semester. Incoming SEEK transfer students also had the opportunity to attend. They were required to attend a three-week program focused on strengthening math skills. The other initiative provided support in communications skills for ESL students.

This spring SEEK is continuing with its ongoing weekly communications workshops to empower students to have effective speaking and presentation skills. The spring semester of SEEK's yearlong freshmen seminar will focus on career exploration, counseling and technology. The SEEK Academic Survival Program focuses on helping students meet Baruch's minimum GPA requirements and achieve academic success. All students who have a cumulative GPA below a 2.0 and are reinstated are required to participate. For the spring 2010 semester, the workshops will focus on helping the students gain self-awareness, reading comprehension/study skills, adapt life long learning and explore major/career goals. Four workshops are scheduled. A program to lend graphic calculators to SEEK and non-SEEK students enrolled in math 2003, 2205, and 2007 remains in place this semester as well as our laptop lending program. The SEEK Transfer Division has begun a series of writing workshops for first semester transfer students. There will be 5 CPE workshops for SEEK students this spring. SEEK will be conducting a workshop/open house for perspective SEEK students for Fall 2010 in early April. This year's SEEK Awards Ceremony is scheduled for April 30, 2010.

Student Life

Freshman Seminar Program: Freshman Seminar serves as a vital gateway in helping with the academic and social transition of first year students into Baruch College. The course introduces students to Baruch College resources, academic success strategies, communication skills, time management skills, and helps students begin exploring preliminary career plans. While professional staff and Freshman Seminar Peer Mentors facilitate the class, students are also expected to undertake a series of self-directed learning experiences to assist them with developing their self-efficacy skills. These experiential learning workshops are geared toward complementing sessions within the classroom and are the product of a true collaborative effort between the Student Affairs and several academic departments at the college. This year the program helped transition 1200+ freshmen into the college with close to 60 sections, making it one of the largest programs at the College.

The 27th annual Student Leadership Training Weekend was held in October 2009 at the Edith Macy Conference Center in Briarcliff Manor, New York. Over 94 student leaders from student government, clubs and media attended the retreat together with staff from the Office of Student Life, the Career Development Center, the Center for Academic Advisement, and the Honors Program. President Stan Altman addressed the group on Saturday afternoon. The OSL coordinated efforts of student organizations and staff to put together an extensive schedule of programs for **Latino Heritage Month** in September, **Black History Month** in February and **Women's History Month** in March and **Asian Culture Month** in April. Four major Auditorium events will be presented this Spring. These include a Step Show, the Black Students Union Cultural Show, the Asian Students Union Fashion & Culture Show and the Caribbean Students Association annual Fashion & Culture Show. OSL staff will support these large-scale events. The 32nd annual Spring Fling Street Fair will be held on May 6 on E. 25th Street. This annual rite of spring is sponsored by the OSL. Free food, games, music will be provided from noon until 3:30 PM. **Student Discount Theater Program:** The OSL launched a new discount theater ticket program in the Fall 2008 semester which enables Baruch students to attend selected Broadway and Off-Broadway shows for as little as \$25—35, purchased in advance. We have now surpassed over 1000 students who have participated in this program, purchasing show tickets to Broadway and Off-Broadway shows.

The 45th Commencement Exercises of Baruch College will be held on Wednesday, June 1, at Madison Square Garden. OSL will again coordinate academic regalia, commencement tickets and ceremony logistics for either one arena or two theater ceremonies, depending upon the fortunes of The Knicks, The Rangers and whether MSG books any concerts for our date.

Student Government Elections: Undergraduate and Graduate Student Elections and Referendums will take place in April. This years balloting will take place utilizing voting booths.

Senior Yearbook: Lexicon 2010 has completed principal production on this year's book and plans to distribute the book prior to Commencement to the students who have pre-

ordered the book. This is the ninth yearbook completed prior to commencement in a row and the eighth to be published in full-color, the seventh that is fully digitally produced. Lexicon 2008 and 2009 both received 2nd Place Awards recognition in the College Division (2500 students or greater) by the American Scholastic Publishers Association.

TEAM Baruch Leadership Training: Student Life completed a two-day intensive leadership-training program for TEAM Baruch during the January intersession. Eighty-five Baruch undergraduates received hands on training in areas that helped them develop their communication, interpersonal, conflict resolution, and ethical skills. These budding student leaders will now be ready to apply to become peer mentors in Academic Advising, Health & Wellness, Peers for Careers, Orientation and Freshman Seminar. Helpline, the Baruch peer-counseling program, has been retooled as a health & wellness peer counseling program. The program is a collaborative effort between Student Life and the Counseling Center. Based on a student survey, the new program name selected unanimously by the Baruch student community is: P.A.W.S. (Peers Advocating Wellness Services).

The Baruch Freshman Seminar Program has been selected by the American College Personnel Association's (ACPA) commission for Adult and Commuter Students as being an exemplary program for commuter students. The program will be showcased and presented at ACPA's annual convention in March 2010.

Veterans and Multicultural Affairs: At the end of February, Student Life welcomed a new staff member as Coordinator of Veterans and Multicultural Affairs. The coordinator will be responsible for working with other college offices and student organizations to develop a full slate of programs and services for Baruch's veteran and multicultural student populations.

Community Service Projects: OSL sponsored Blood Drives in October, December 2009 and again in early March 2010. For the 6th year, OSL, working with a group of dedicated students in Baruch's Colleges Against Cancer student organization is planning the Relay For Life overnight event for the American Cancer Society on Friday April 23 through Saturday morning, April 24. Last year over 1000 students participated in the Baruch College Relay, which was the second most successful collegiate Relay in the metropolitan area for 2009 raising \$71,992. Together with the four previous Relays, the Baruch Relay for the American Cancer Society has raised over \$333,000.

Testing and Evaluation

The Office of Testing and Evaluation is responsible for the Skills Assessment Program which incorporates the CUNY/ACT Compass/ESL Reading, Writing, Compass Mathematics, and Compass Mathematics Placement, CUNY Testing Borough Center, Course Placement, CUNY Proficiency Examination, Conflict Examination, SimNet Enterprise Program and Student Course and Faculty Evaluation Program.

A total of 195 skills assessment tests were given for 5,678 students in the 2008-2009 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.

All students who have completed 45 credits are required to take the CPE exam. A total of 4,167 students were invited to test. 2,668 took the exam and the pass rate was 87.48%. It was 89.4% last year. A total of 3,563 students took the SimNet exam. The pass rate for the first attempt was 51.11%, for the second attempt it was 66.55% and for the third attempt was 72.94%.

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 2008-2009 year, 4,877 evaluation packets were prepared. 149,390 scan forms were processed and 91,531 forms were scanned. 3,866 evaluation reports were generated and distributed. Electronic data files were also created and distributed to departments and offices. Detailed information can be obtained in the Office of Testing and Evaluation 2008-2009 Report.

Undergraduate Admissions

Baruch College enrolled 102 new freshmen and 1,347 new transfer students for the spring 2010 semester. Transfer numbers increased over our goal of 1100 by 247 on a surprisingly high yield. Due to increased demand, we implemented additional campus tours and information sessions for students and parents. Open houses were expanded to accommodate the increase in student interest. In the fall 2010 we conducted three Open House Events, and campus tours were offered twice a week.

Our recruiters visited more high schools and attended more college fairs throughout the metropolitan region compared to last year. We are working to build relationships with guidance counselors in new markets. More specifically, our recruiters visited high schools with reputations of high academic achievement in Long Island and northern New Jersey. This new recruitment initiative has piqued the interest of students from new high schools. We have already received positive feedback from these efforts. For example, Syosset High School, in Nassau County, will be bringing students on campus in May, for the second time this year, to attend a Zicklin Leadership series session and receive a tour of campus.

This spring we will be hosting two receptions for accepted students; one for the honors program (April 1) and another for the general freshman admits (April 8). We are also communicating with these admitted students, as part of our marketing strategy. In addition, we have adopted an early outreach strategy as part of our spring recruitment plan, which will bring high school juniors on campus. This is consistent with the increased interest in Baruch from juniors that we are seeing at high school visits and college fairs.