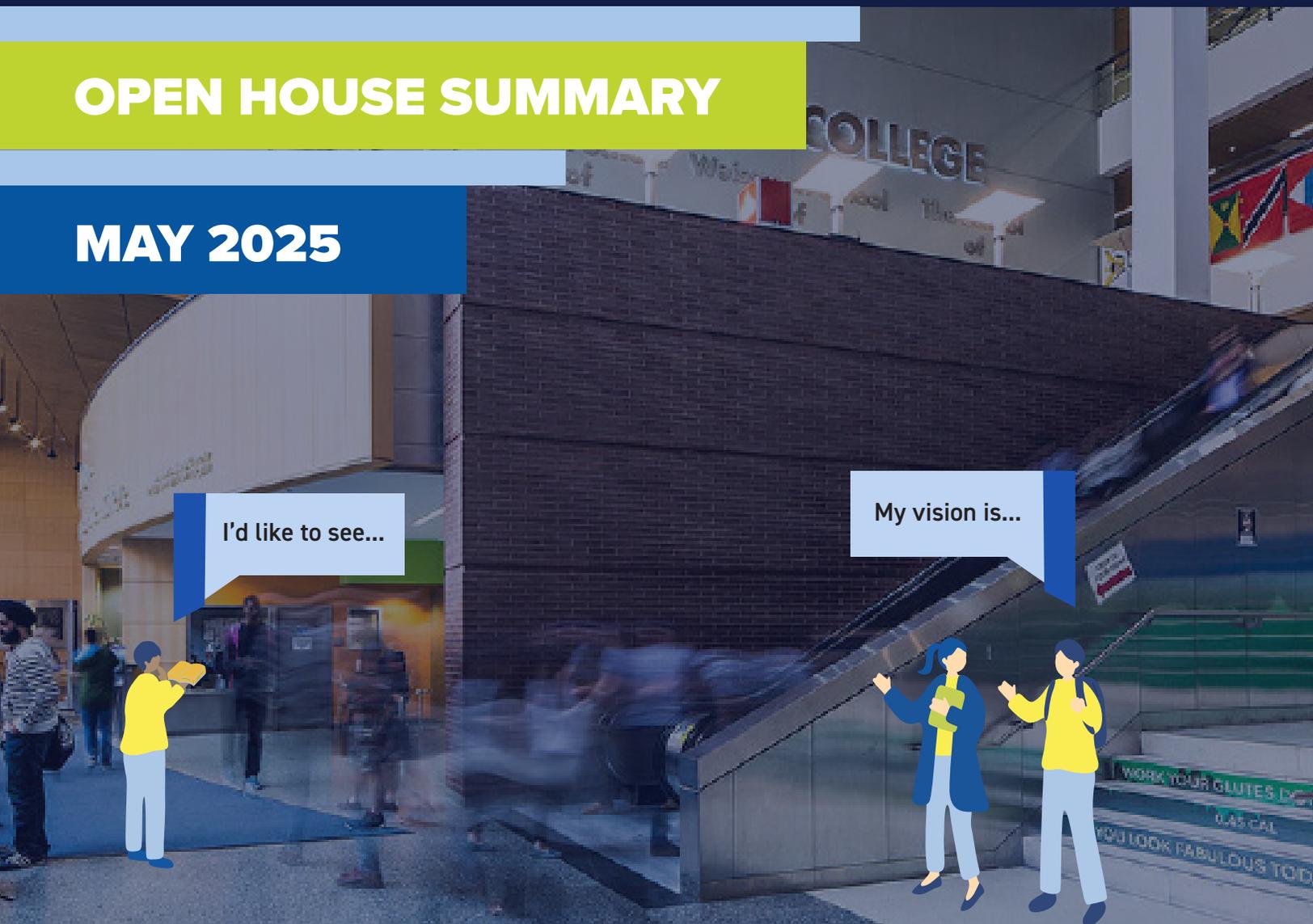


BARUCH COLLEGE CAMPUS PLAN

OPEN HOUSE SUMMARY

MAY 2025



Baruch College is developing a campus plan to meet the challenges of the future. The plan will align investments in campus facilities, buildings, spaces and grounds to:

- **SUPPORT** student success, scholarship and teaching.
- **IMPROVE** the campus experience.
- **AMPLIFY** the cultural impact of the institution.
- **FORTIFY** a sustainable future for Baruch College.

Baruch College is working with a team of planners, architects, and engineers that are guided by direct engagement with stakeholders, campus leadership, students, faculty, and staff across the College community.

Engagement Overview

Engagement with stakeholders, users, and the Baruch College community is central to developing the Campus Plan. The planning team conducted interviews and focus groups with senior campus leadership from the academic, operational, and administrative branches of the institution. At the same time, the team began

exploring and cataloging the physical conditions of the campus, including building grounds, open spaces, and the neighborhood interface. With an understanding of the physical conditions and CUNY's strategic priorities, the team initiated outreach to the broader Baruch College community, including students, faculty, and staff.

Engagement Strategy

Phase 1 (Information Gathering & Needs Assessment) employed two distinct engagement modalities:

- ◇ An In-Person Open House event on April 30, 2025 from 12:30pm – 2:30pm and 5pm – 7pm.
- ◇ Online Survey open for four weeks, from April 21st – May 16th, 2025

In-person interactions during the Open House create awareness, conversation, and relationships while the convenience of the online survey ensures responses from a wider participant pool.

"The design and recreation spaces are the ones that make institutions attractive in today's era, keeping the history intact, the spaces can be creative and engaging."

"I love the campus connectivity with the City and how it is so accessible to explore."

"My big idea for Baruch is provide bigger space for student social, green space at the plaza, more student activities."



Open House

April 30th, 2025

To understand the pressing issues on campus, the project team created a welcoming, interactive Open House where students, staff, and faculty could share their experiences and provide direct input.

The event was held in the William and Anita Newman Vertical Campus (NVC), in two sessions (12:30pm – 2:30pm, 5pm – 7pm), to gather input from a diverse range of stakeholders. Participants circulated through a series of stations with various activities to give input on campus facilities, programs, and offerings. Stations were thematically organized for participants to give feedback on a wide range of topics critical to developing the campus plan.

Goals

The goals of the Open House were:

- ◇ Introduce Baruch College community members to the campus plan project and its long-term impact.
- ◇ Gain insight into stakeholder priorities.
- ◇ Build connections between the project team and stakeholders, creating familiarity and relationships base for future discussions.

Participation

Interactive stations were grouped thematically for attendees to leave responses. Project team members were staffed at each station to answer any questions. The project team used incentives to encourage participants to visit each station. After a participant completed a station's activities, a team member marked their raffle card. After participants completed all activities, the team collected the raffle cards for a chance to win Baruch swag, an Amazon gift card, or a pair of movie tickets.

137

Open House Participants

Online Survey

April 21st - May 16th, 2025

Members of the Baruch College community provided responses at their convenience through an online survey. The survey was distributed through official channels including the project webpage, emails, and flyers.

81 Survey Responses

"My big idea for Baruch is right-sizing the capacity of facility to accommodate the total number of students, faculty, and staff."



Feedback At a Glance

Overall priorities that emerged from open house discussions, community input, and online survey responses include:



Upgrading Classrooms



Increasing Campus Seating



Maintenance and Reliability



Improving Study and Work Spaces



Enhancing Social and Outdoor Spaces

Recommendations for Improvement:



Technology and Wi-Fi Connectivity



Sustainability Practices (e.g. composting)



Classroom Design, Accessibility, and Space



Green Spaces and Rest Areas



Gym



Library

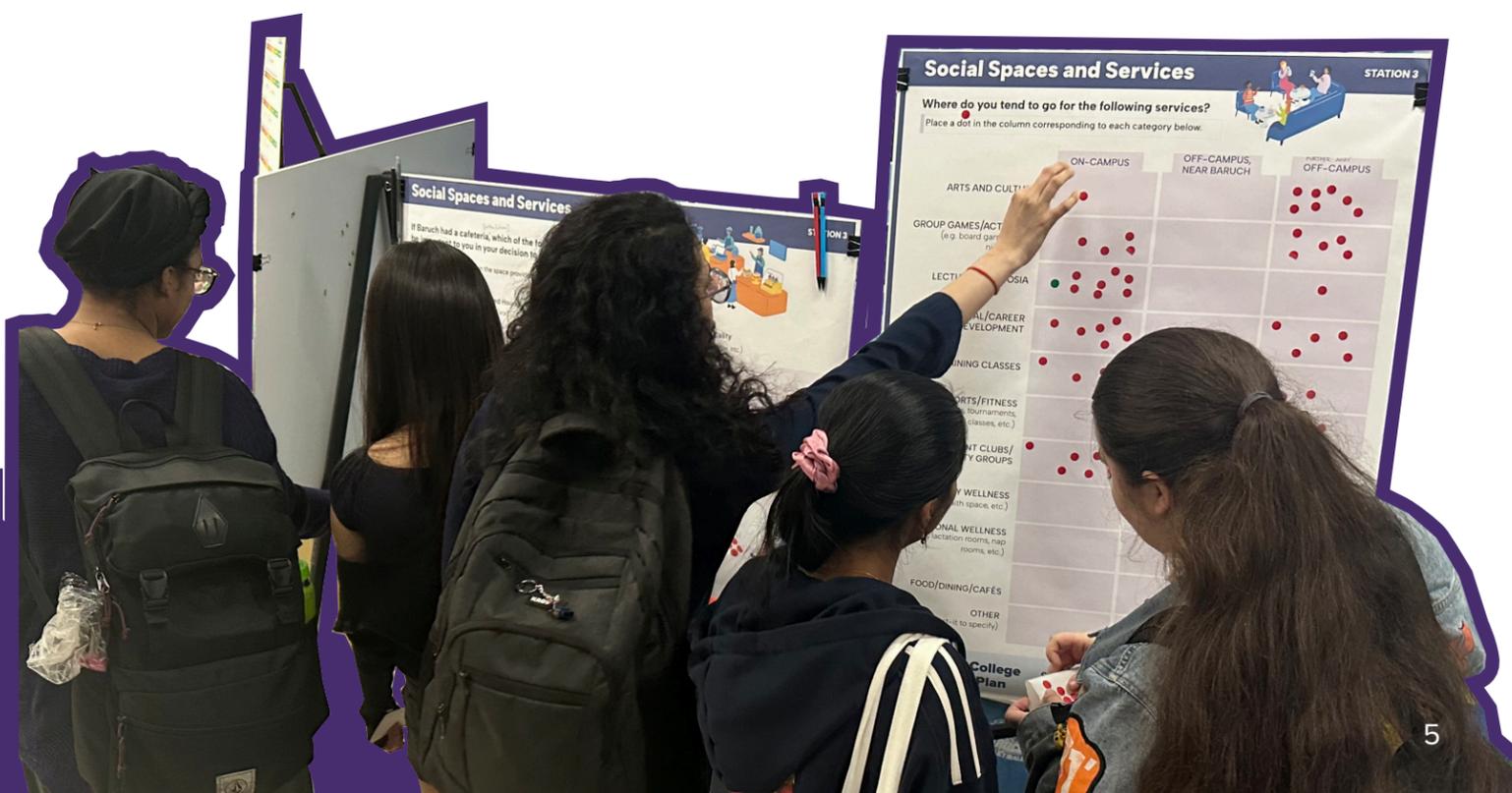
Proposed Additions:



Faculty Lounge and Club Spaces



Support for Diverse Groups: immigrants, non-binary, religious students, and others





Topics Discussed



Through a series of prompts and questions, the project team gathered data points and feedback from participants regarding their aspirations and vision for an enhanced campus environment to better supports their needs and goals.

About the Stakeholder

- ◇ What is your relationship with Baruch College?
- ◇ Which division of Baruch College do they identify with?
- ◇ How do you commute to campus?
- ◇ How long is your commute to campus?

Social Spaces and Services

- ◇ Socializing hotspots on campus.
- ◇ Social spaces most needed improvements.
- ◇ The needs and priorities for a cafeteria.
- ◇ Services used in-campus or off-campus.

Overall Vision

- ◇ Big picture visions, thoughts, and aspirations for new and improved campus.

Working and Learning Spaces

- ◇ Where participants work/study on campus.
- ◇ Desire quality of work/study spaces.
- ◇ The experience of classrooms.
- ◇ The experience of work and study spaces.

Outdoor Spaces, Movement, and Safety

- ◇ Improvements to outdoor spaces on campus.
- ◇ Improvements for accessibility and safety on campus.



Topic 1: About the Stakeholder

Survey and Open House participants insights focusing on their relationship to Baruch College, commute patterns, and use of campus facilities.

Relationship with Baruch College

- Respondents included undergraduate and graduate students, faculty, staff/administration, and other Baruch stakeholders.
- The largest group of respondents were full-time staff/administrators (39%), comprising 42 participants at the Open House, and 43 on the survey.
- The second largest group were returning undergraduate students (38 responses at the Open House and 10 on the online survey).
- Faculty participation included 24 full-time and part-time faculty members (11%). Most of the faculty input was gathered through the online survey.

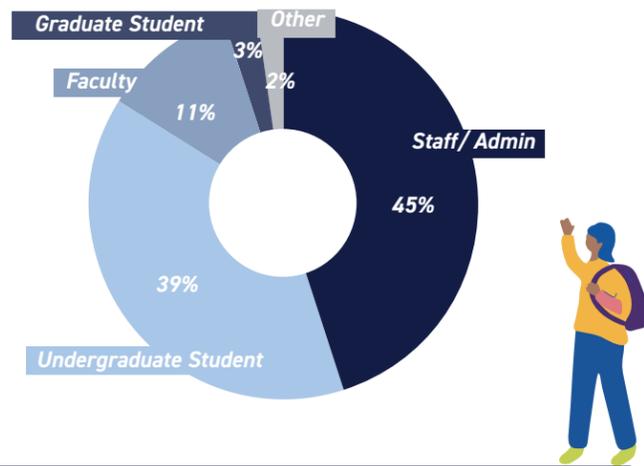
Use of Campus Facilities

- 41% of respondents use the Zicklin School of Business facilities, especially students.
- Campus services and administration facilities were the second most used facilities (36%), which is compatible with the fact that more than one third of respondents were staff members.

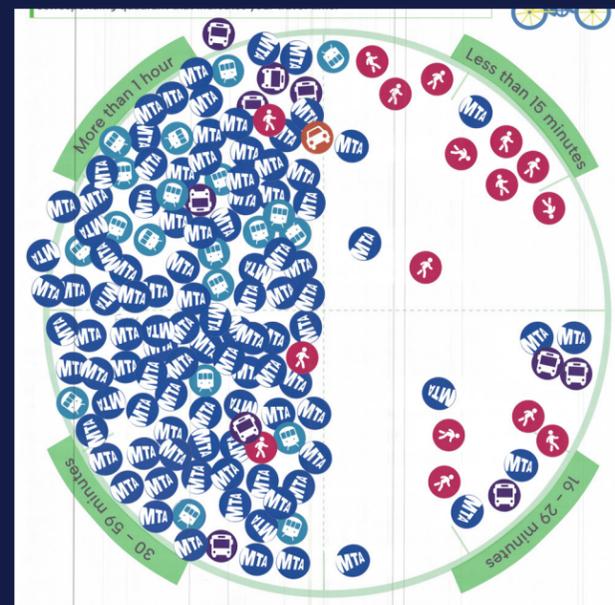
Commuting Patterns

- The majority of respondents commute 30 minutes or more to reach campus.
- Approximately half of respondents commute for over an hour.
- The subway the most common mode of transportation (68%). Only a small number of respondents reported using cars.

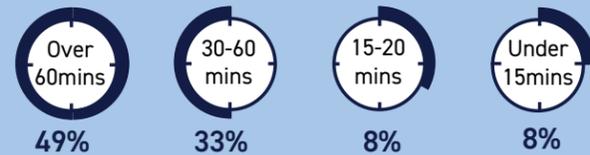
Respondents Breakdown



Commuting Patterns



Time to Campus



Mode of Commute



Topic 2: Working and Learning Spaces



Participants shared where they work or study and what they value in these environments. They highlighted areas in need of improvement and suggested new features to enhance campus experience.

Preferred Work/ Study Locations

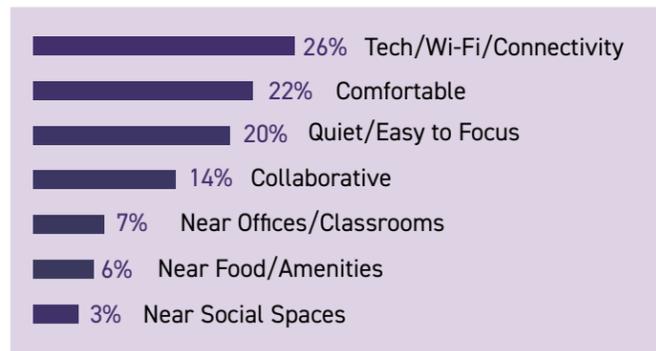
- The Newman Vertical Campus (NVC) is a preferred location for working or studying, (33%) especially for staff and administrators.
- Students showed a preference for studying in the Information and Technology building (33%), or off-campus (26%).

Classrooms

- Students primarily want better space availability, enhanced design and comfort, and to prioritize connectivity and technology.

Features for Work/ Study Spaces

- Need more comfortable spaces, including increased seating, natural lighting, designated quiet areas for focus (especially noted by students), and upgraded technology and wi-fi access.



Desired improvements for work and study spaces.

Topic 3: Social Spaces and Services



Participants shared their preferences for social spaces and services, including the possibility of implementing food services on the campus.

Food Services

- The majority of respondents (97%) obtain food off-campus, with many showing places farther away from campus. However, 25% of the respondents identified food and beverage option as being in significant need within campus.
- A cafeteria would be utilized if it offered high-quality food (25%), was more affordable than off-campus options (27%), and was conveniently located (21%).

- Conversely, some felt like a cafeteria is not necessary, due to the abundance of off-campus options. Another suggestion was a student-run cafe that provides both work and study opportunities.

"We need a nice cafeteria or more dining options."

"Please make sure CUNYs are not known as the 'anti-social' college... plaza and cafeteria space would help."

Social Spaces

- ◇ Social spaces were noted as needing improvements in terms of availability, quantity, aesthetics, and technology.
- ◇ Respondents priorities were club rooms (17%), the plaza (16%), and the library (14%). 25% of respondents requested lounge areas. Faculty and staff also requested a dedicated lounge for their use.
- ◇ Most currently use off-campus social spaces further away from campus for arts and culture, games, sports, or wellness services. The only social activities prioritized on campus relate to academic life, such as lectures, professional development, or student clubs.

“There are so many empty hallways with students sitting on the floors between classes in NVC. Please rethink how these spaces are used.”

“A staff/faculty lounge would be so important for the building”

Facilities and Services

- ◇ Other facilities, including the technology center, bookstore, and welcome center, would see increased usage if information and promotion about them was more effective and services needed.



Social spaces that stakeholders most want to see improved.

“Please maintain spaces rather than inventing new stuff. The new stuff, like elevators, don’t work very well. So, please return to basics and invest in reliability.”

Topic 4: Outdoor Spaces, Movement, and Safety

Feedback on accessibility, safety, and outdoor spaces highlights several key areas for improvement to enhance the overall campus experience. Respondents emphasized the need for better maintenance, inclusive features, and functional outdoor areas.



Accessibility

- ◇ Maintenance or repair of the building was a top priority (41%).
- ◇ The need for repairs on existing elevators/escalators was highlighted by 38% of respondents.

Outdoor Spaces

- ◇ Gathering areas and seating (14%) were priorities for outdoor spaces, while others mentioned the need for better landscape elements, such as greenery or planters.

Safety

- ◇ 40% of respondents feel very safe at Baruch, particularly inside the building.
- ◇ Few respondents reported feeling unsafe.

Top requested features include:



*Better Landscape/
Greenery*



More Seating



*More Gathering
Areas*



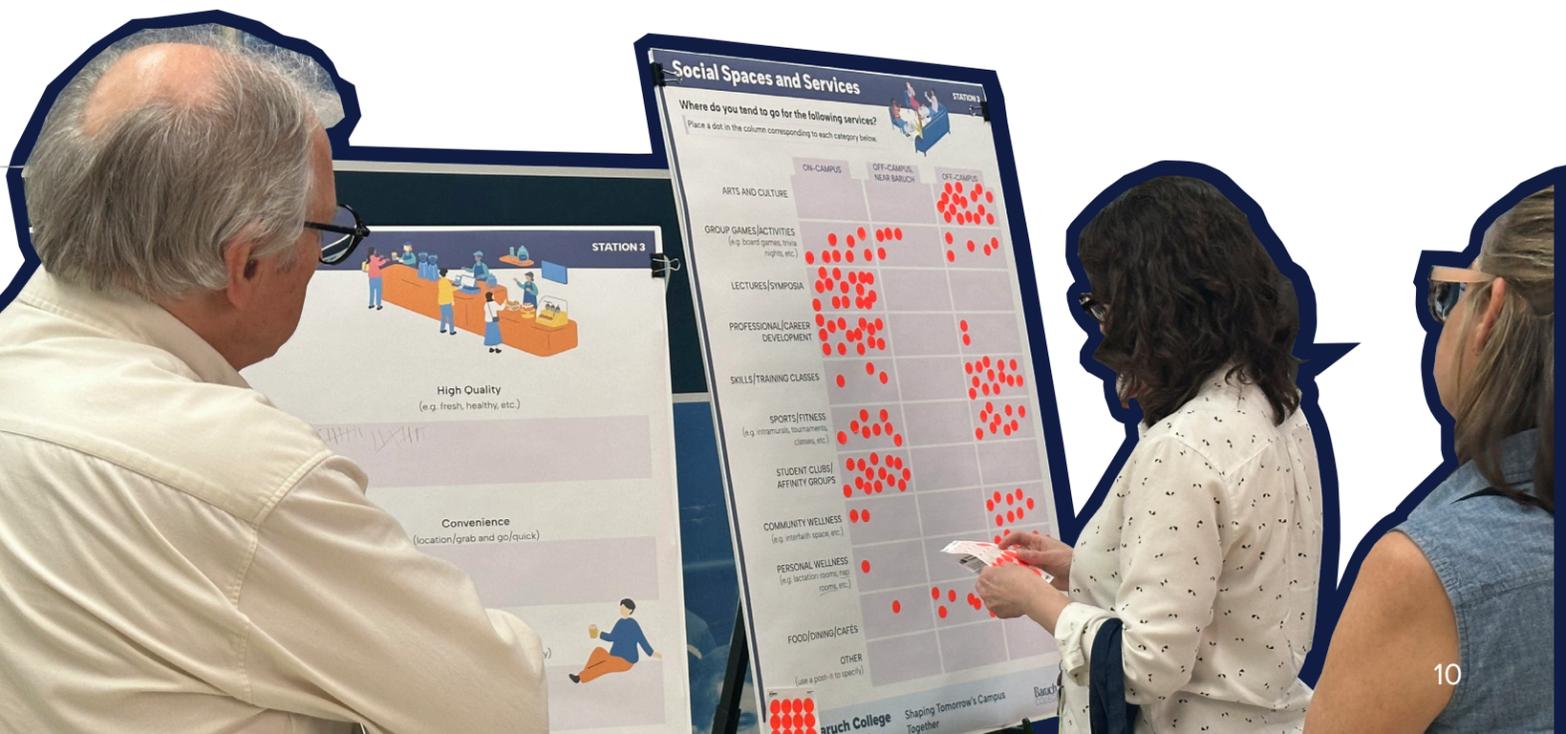
*Increased Shade
and Sun Protection*

“Doors inside the VC need to be easier to open for people in wheelchairs.”

“More event spaces...”

“Please modernize the elevators... consider making some elevators ‘express’.”

“Separate entry for employees.”



Topic 5: Overall Vision

At the Open House, participants had a platform to voice their big ideas, concerns, and affections for Baruch College, filling six large poster boards with their collective insights.



Academic Experience

Participants mentioned challenges with accessibility, insufficient space, and inefficiencies in getting to class on time.

Health and Wellness

Ideas included adding rest areas, offering stress-reduction classes, and improving existing facilities such as the library and gym.

Green Spaces

Enhancing greenery and outdoor areas through the addition of plants, trees, fragrant landscaping, public art, and creative elements, while preserving historical features.

Access Improvements

Suggestions included installing a spinning door at the building entrance, a glass gate, and implementing a tap system for easier entry.

Campus Environment and Aesthetics

Participants acknowledged the College's strong connection to the city and voiced their desire for the campus to better reflect the vibrancy of New York City.

Sustainability

Concerns were raised about food waste and lack of composting compliance and called for more sustainable practices.

Facilities, Space, and Furniture

Requests included establishing lounges, a faculty lounge, club rooms, a cafeteria, and prayer rooms.

1st Priority*

Community Life

While participants identified community as a core strength of Baruch College, they also highlighted challenges with limited social connections and the exclusion of immigrant, non-binary, and religious students.



Next Steps

- ◇ The planning team will use the information as part of the planning process for spaces and programming on how to best suit the needs and desires of the Baruch College community.
- ◇ The results of this engagement data will be shared with the project steering committee, who will give additional input on the topics.
- ◇ More opportunities for engagement will be shared through Baruch College's outreach channels, with goal of engaging as many community members as possible.

The Campus Plan is being developed over 15 months and will be completed by Spring 2026.

Phase 1: Information Gathering and Needs Assessment

Spring - Summer 2025

Phase 2: Vision and Priorities

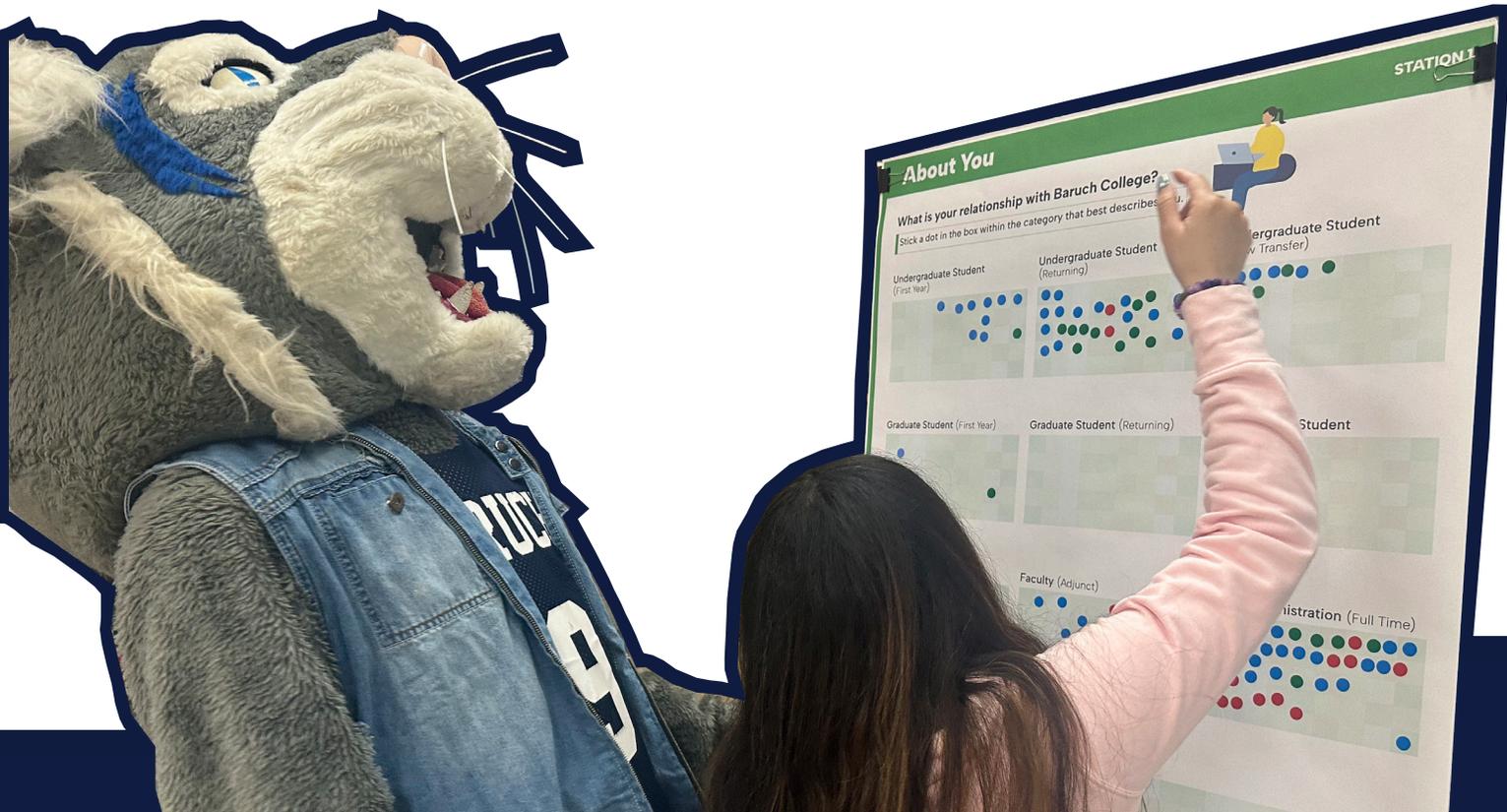
Fall 2025

Phase 3: Strategies and Alternatives

Winter 2025

Phase 4: Baruch College Campus Plan

Spring 2026



For additional information, visit baruch.cuny.edu/campus-plan. The website is regularly updated throughout the project so the Baruch College community can participate in all engagement activities.