

Baruch College General Faculty Meeting
October 21, 2008
Minutes

The meeting was called to order at 12:50pm in the Newman Vertical Campus Building Room 14-220 by President Kathleen Waldron.

- I. The following members of the Baruch College faculty and administration were in attendance: (sign in sheets).
- II. Approval of the minutes: Minutes of the meeting of March 13, 2008 were approved without alteration.
- III. Approval of Agenda: The agenda was adopted with no objections.
- IV. Report from President Kathleen Waldron

- Budget

The President stated that the college awaits the new state budget that will be revealed next month by the state legislature. The President advised that it is not clear how the recession will affect the budget. However, a university wide tuition increase is likely. The President stated that periodic communications updates will go out to the college community reporting on fiscal affairs.

The President reported that the college will continue to rely on philanthropy in order to invest in programs and new pledge commitments have been made by donors and alumni. The President publicly thanked the fundraising team for their efforts.

- Discussion of 17 Lex Renovation

A question was asked about the status of the renovation of 17 Lex building in light of the recession. The President gave an update on the status of the renovation. The renovation will start on time. The money for the first phase was already approved and the renovation will start soon after the high-school vacates the building in Summer 2009. The building will still be utilized in sections during the renovation.

- Ranking

A comment was made about the value of the ranking of Baruch College academic programs as found in *US News & World Report*, *Princeton Review* and *Entrepreneur* magazine.

President Waldron and Dean Elliot discussed the subject expressing that while the rankings are valued, the college's goal is to meet the standards of the

accreditation organizations and provide a high standard of academic quality to the students.

- Campus-wide document imaging system

There was a discussion about the cost and the use of the campus-wide document imaging system. Vice President Johanna D'Aleo explained the imaging system will decrease the use of paper on campus. Arthur Downing explained funding for the system is on hold.

- Payroll Problems

A concern was expressed regarding the adjunct payroll problems. Vice President Johanna D'Aleo expressed that Human Resources is working to correct the problems and that the department is preparing to initiate an electronic payroll system pilot program that may solve the problem.

- Performance Assessment

Mary Gorman explained the assessment process for the president. President Kathleen Waldron and Chancellor Goldstein are seeking the views of the Baruch College community on her professional performance. Select faculty members will be asked six open-ended questions. All responses will be anonymous and treated confidentially.

- Writing Center

An inquiry was made in regards to a noticed decrease in the consultant hours at the Writing Center. Associate Provost Dennis Slavin explained that budget limitations have been encountered; however the Writing Center is trying to meet the needs of the student body.

V. Election Results

Professor Greg Chen, acting on behalf of Professor Meir Lubetski, Chair of the Committee on Committees, presented the residual nominations to the General Faculty Committee memberships for the term of 2008-2010.

The following nominations were presented and voted on:

Susan Tenneriello from the department of Fine and Performing Arts was elected to the Committee on Ceremonial Occasions.

Thomas Lyons from the department of Management was elected to the Committee on Undergraduate Honors.

Barry Rosen from the department of Marketing/ International Business was elected to the Committee on Undergraduate Honors.

Caryn Medved from Communication was elected to the Committee on Prizes, Scholarships & Awards.

Jana O'Keefe Bazonni was elected to the Baruch College Faculty Senate to complete the term of Professor Ashok Vora who has resigned.

A motion to adjourn was approved and the meeting ended at 1:55pm.

Respectfully submitted,

Professor Arie Harel
Secretary

A handwritten signature in cursive script that reads "Arie Harel". The signature is written in dark ink and is positioned to the right of the typed name "Professor Arie Harel".

GENERAL FACULTY COMMITTEES 2008-2010
As of October 21, 2008 General Faculty Meeting

Committee on Committees (3)

Elected for 2008-2012

Morris Schwartz (CIS)

Greg Chen (Public Affairs)

Christopher Hessel (Eco &Fin)

Elected for 2006-2010

Yochi Cohen-Charash (Psychology)

Meir Lubetski (Mod Lang)

S. Prakash Sethi (Management)

Committee on Collegiate Athletic Activities (3)

Arie Har el (CIS)

Brian Householder (Communication Studies)

Maria Dimeo Cavelli (Law)

Committee on Ceremonial Occasions (5)

Elaine Anderson (Law)

Sarah Harney (Mathematics)

Lin Peng (Economics & Finance)

Susan Wong (SEEK)

Susan Tenneriello (Fine and Performing Arts)

Committee on Educational Technology (6)

Kyra D. Gaunt (Sociology & Anthropology)

Susan Ji (Economics & Finance)

Kannan Mohan (CIS)

Barry Rosen (Marketing)

Michael Waldman (Library)

Brian Householder (Communication Studies)

Joint Committee on Research (2)

Ajay Das (Management)

Tansen Sen (History)

Student-Faculty Disciplinary Committee (6)

Phyllis Bagley (Registrar's Office) (Ex-officio)
Matthew A. Edwards (Law)
Wayne Finke (Modern Languages)
Jin Ma (Library)
Michael Waldman (Library)
Elizabeth Wollman (Fine & Performing Arts)
Nicole Marwell (SPA)

Committee on Financial Aid (7)

Matthew A. Edwards (Law)
Peter Gutmann (Economics & Finance)
Christopher Hessel (Economics & Finance)
April Allen Materowski (Mathematics)
Rita Ormsby (Library)
John Yu (Modern Languages)
Matthew Johnson (CIS)

Committee on Undergraduate Honors**WSAS (4)**

Esther Allen (Modern Languages)
Carla Bellamy (Anthropology & Sociology)
Jessica Lang (English)
Susan Locke (Psychology)

ZBUS (4)

Mehmet Ozbilgin (Accountancy)
Raquel Benbunan-Fich (Statistics/CIS)
Thomas Lyons (Management)
Barry Rosen (Marketing / International Business)

SPA (2)

Bin Chen
Sarah Ryan

Committee on the Library (6)

Ruth Adler (Modern Languages)
Carla Bellamy (Anthropology & Sociology)
Wayne Finke (Modern Languages)
Jessica Lang (English)
Lin Peng (Economics & Finance)
Lisa Ellis (Library)

Committee on Prizes, Scholarships & Awards (4)

Carmel Jordan (English)

Jessica Lang (English)

Gloria Paulus (SEEK)

Caryn Medved (Communications)

University Faculty Senate (4)

Terrence F. Martell (Economics & Finance)

Robert Myers (Communications)

Ali Nematollahy (Modern Language)

Jana O'Keefe Bazonni (Communications)

Alternate: Dahlia Remler (SPA)

President Waldron's Report to the General Faculty Spring 2009

FACULTY NEWS

Earlier this year, **Professor Turan Bali** of the Wasserman Department of Economics and Finance was named the first holder of the David Krell Chair in Finance. **Professor Lauren Block** of the Department of Marketing and International Business will be the new holder of the Lippert Chair which has been vacant for a number of years. And finally, **Professor Douglas Carmichael** of the Stan Ross Department of Accountancy has been named to the Eli Mason Chair in Accountancy. We congratulate each of these outstanding scholars.

Professor Tansen Sen of the History Department is one of a group of scholars to share in a Ford Foundation grant of \$525,000. He and his colleagues will study the commercial and cultural connections between China and India and the role of the Southern Silk Road in bringing cultural elements together. Professor Sen will be translating a wealth of documents pertaining to this and will spend most of the year in China.

Professor Alfonso W. Quiroz, also of the History Department, recently received a prestigious Guggenheim Foundation Fellowship to write a book about constitutions in various Latin American countries. His research will examine the fragility of constitutions in Spanish-speaking countries.

Our Faculty Recognition Ceremony will take place in April to recognize all faculty members who have published within the last 12 months or have completed artistic or cultural performances within their disciplines. We expect to honor 160 faculties, which sets a record for Baruch College faculty and is a significant increase from just a few years ago. We are proud of the scholarly accomplishments of our faculty and look forward to recognizing their achievements.

COLLEGE NEWS

Awards & Recognitions

Baruch College, for the second year in a row, was listed as one of the 50 best value public colleges in a *Princeton Review/USA Today* survey. We join Queens College and Brooklyn College in this ranking and congratulate Hunter College on its achievement as being among the top 10 public universities of value.

We are proud that our **Field Entrepreneurship MBA** in the Zicklin School was recently ranked among the top 25 graduate programs in the U.S. according to *Entrepreneurship Magazine* and *The Princeton Review*. These rankings are based on a variety of criteria including degree requirements and course offerings, quality of the faculty and students, student post-graduation outcomes, and outside-the-classroom experiences. Some 75 graduate and 400 undergraduate students major in entrepreneurship at Baruch each year.

I am also delighted to report that Baruch College's **undergraduate accounting program** was ranked 20th in the nation by *Public Accounting Report's* Annual Survey of Accounting Professors. The Zicklin School's **graduate accounting program** was ranked 22nd in the nation by the prestigious survey. We congratulate the entire faculty in the Stan Ross Department of Accountancy on this fine achievement.

We are very proud to announce that the independent investment research firm Morningstar has named **Charlie Dreifus**, a Trustee of The Baruch College Fund, and portfolio manager and principal of Royce & Associates LLC, its Domestic-Stock Fund Manager of the Year. The prestigious award honors managers who have demonstrated extraordinary skill in guiding their clients' investments on a long-term basis. Mr. Dreifus co-sponsors our annual Ethics Week programming, which honors **Professor Emeritus Abraham Briloff**.

The College's Forty-fourth Commencement Exercise will occur on Wednesday May 27, 2009. **Dr. Sidney Harman**, Class of '39 and founder and chairman of Harman Electronics Industries will be the commencement speaker and an honorary degree recipient. Dr. Harman helped inaugurate the Harman Writer in Residence Program at Baruch College, now in its 10th year. **Mr. Milton Cooper**, class of '49, and Chairman of the Board and Chief Executive Officer of Kimco Realty also will receive an honorary degree at the ceremony. Faculty awardees will be selected later this spring.

Academic Programs

We continue to establish new academic degree programs in response to student interest and market demand. This month, the CUNY Board of Trustees approved a new **undergraduate degree in international business** for fall 2009. We have submitted proposals for new **master's programs in entrepreneurship and counseling psychology, and a new undergraduate major in biology** for University review, and hope to launch these programs within the upcoming academic year. I am very pleased with this innovation in the academic life of the College. The Provost and Deans have demonstrated excellent academic leadership in remaining attentive to student needs and keeping Baruch a vibrant academic community.

The College has just received a donation of **\$1 million from Ruth Ann and Bill Harnisch** ('68) to support the new Department of Journalism and the Writing Professions. A state-of-the-art multimedia newsroom/classroom for the journalism students and for department programs will be built in the Newman Vertical Campus. The new classroom, called "Studio H," will include 24 workspaces, fully equipped with computers, as well as video and digital cameras, and sound-recording equipment. Additionally, it will have high-quality multimedia presentation capabilities. The department will also create a consortium of academic journalism programs to help advance journalism as the profession is undergoing seismic shifts. We thank Ruth Ann and Bill for their generosity. The Department of Marketing and International Business received a grant from Interpublic to support its academic programs and the Department of Mathematics just received an award from National Grid.

OUR SUSTAINABILITY INITIATIVE

Last year, we established a **Baruch College Task Force on Sustainability** to design and implement a blueprint that envisions Baruch College as a sustainability leader in the urban setting. Our goal is to create a new culture within the entire Baruch community—one that understands, values and practices sustainability, and can contribute to solving local, regional, and global challenges. Initiatives will include delivering new curriculum, stimulating learning outside the classroom, renovating our facilities and utilizing them as demonstration laboratories, supporting student-organized projects, supporting research, collaborating with governmental and not-for-profit organizations, and convening conferences within the College. The current issue of the Baruch College Alumni Magazine explores the topic of sustainability in some depth and I hope that you will read about our efforts. The Sustainability Task Force is also developing a website, and although it is still under construction, you may wish to take a peek at www.baruch.cuny.edu/sustainability/. We are grateful to **Professor Mindy Engle-Friedman** in Psychology for leading the Task Force and to all the other faculty and students and staff participating in this initiative.

BUDGET UPDATE

We are taking steps to manage our operating budget for 2009 while also planning for 2010. We have already reduced tax levy spending and slowed down the replacement hiring of certain positions as called for by the Governor earlier this year. While budget issues are still unfolding in Albany, we continue to monitor things very closely with the CUNY Chancellor and Vice Chancellors.

Recently, Governor Paterson proposed the State budget for the next fiscal year, 2009-2010. While the budget will not be finalized with the Legislature until later this spring, I encourage you to read the Governor's full budget outline at www.budget.state.ny.us.

We continue to urge the Baruch Faculty and Staff to prepare our students for a potential tuition increase for September. Historically, the revenue from a tuition increase is absorbed by the State and is not applied to the colleges' operating budgets. This time, however, the Governor has proposed that CUNY and its colleges retain a percentage of the additional income. This will become more firm as the Legislature approves the proposed state budget. In the meantime, you can listen to Chancellor Goldstein's testimony before the New York State Legislature on the proposed budget at <http://www1.cuny.edu/forums/podcasts/?p=562>.

The Baruch College Fund (BCF) provides about 10 percent of Baruch College's annual operating funds. Like many colleges in the country, we have seen a decline of our endowment and Fund assets of about 20 percent, due to the market contraction. From a high of \$142 million this past summer, the assets are now at about \$114 million. The reduction of investment income led us to curtail the \$17.5 million Fund support budgeted this year by \$2 million, as requested by the Fund's budget committee. Our Vice

Presidents and Deans have worked carefully to achieve these reductions. The \$2 million in cuts will reduce some student support services, reduce some scholarship and graduate assistantship funding, curtail some faculty travel and summer research support, lower the number of alumni events, and we will cancel most advertising plans. This is painful, but manageable, and we have already taken the steps needed to deal with a difficult financial environment. We anticipate that next year's BCF budget will be significantly lower, perhaps \$10 – 12 million, a return to the level of support provided in 2005.

While our capital campaign, Baruch Means Business, moves ahead, the extraordinary positive results so far—\$70 million in cash and pledges—have slowed down as to be expected in the present markets. Fortunately, the College was not directly affected by the Madoff scandal although friends of the College were.

New Leadership for College Advancement

I am delighted to report that Baruch College concluded the search for a VP for College Advancement when **Mark Gibbel** joined us on January 26. Mark comes to us with more than 20 years of experience at New York University, where he served, most recently, as Associate Dean for Development and Alumni Relations and oversaw fundraising for six colleges and divisions. NYU has been a fundraising powerhouse in the last decade, and, as part of NYU's overall fundraising efforts, Mark recently orchestrated a \$475 million campaign for the Faculty of Arts and Science. He has a MA in American Studies from NYU and a BA in Economics from Goshen College. I am especially grateful to **David Shanton**, who served as acting VP and expertly led the college advancement team during this period of transition.

Campus Master Plan and Facilities

The College spent the past year working with the City University and the architectural firm FX Fowle to produce a Campus Master Plan to guide the physical development of the College for the coming decade and beyond. The report was completed this fall and formally accepted by the CUNY Board of Trustees at its December 2008 meeting. This represents the final hurdle before work can begin in earnest on major infrastructure projects, most notably the renovation of the Lawrence and Eris Field Building at 17 Lexington Avenue. The Baruch College Campus High School will vacate the building this coming summer, and physical work can then begin immediately afterward. I am pleased to note that Baruch College's request for the balance of the funds needed for the renovation of the Field Building at 17 Lexington Avenue, \$85 million, was included in CUNY's memo of understanding with the Governor's Office as part of CUNY's recommended higher education expenditures in the Federal Stimulus Bill. CUNY estimated that the number of construction jobs that would be created by this project total 970. The master plan also calls for future site acquisitions to allow Baruch to expand. Even with the renovation of the Field Building, the College will remain acutely short of space compared to other CUNY institutions. An overview of the master plan is available at <http://www.baruch.cuny.edu/president>. We remain disappointed that the repairs to the

escalators and elevators are taking so long. A new consultant was brought in to do another evaluation of the escalator problem and we expect repairs to be around \$600,000.

BEHIND-THE-SCENES AT BARUCH COLLEGE

We are making progress on solving the safety issues relating to pedestrians crossing the intersection at 24th Street and Lexington Avenue. The New York City Department of Transportation (NYC DOT) has implemented our request for a 12-second head start for pedestrians traversing the intersection. The local community board is supportive of Baruch's efforts and has unanimously passed a resolution asking the NYC DOT to consider enacting further safety measures at the intersection. To that end, NYC DOT has indicated they are reviewing the matter to ensure the best possible solution.

To address the recent issues around timely payments to our adjuncts, the Electronic Personnel Action Form (EPAF) for part time instructional staff was piloted in the fall 2008 semester among a few departments. With the success of the pilot program, the EPAF was rolled out for all adjuncts for the January 2009 semester and the spring 2009 semester. The EPAF has streamlined the work of the appointing departments and has helped to ensure accurate and timely payments to our adjunct faculty. We are pleased to report that EPAF performed flawlessly for the first payday of the spring semester. The EPAF has been such a formidable tool that we plan to implement its use for all employees by the fall 2009 semester.

The Annual Bernard Baruch Dinner will be held on April 28, 2009 at Cipriani's. We expect about 400 people to attend in honor of **Larry Zicklin '57 and David Krell '67**, this year's honorees. The Dinner is an important fund raising event for the College and the dinner this year promises to be very successful.

Kathleen Waldron
President
Baruch College

Office of the Provost General Faculty Report Spring 2009

Bernard L. Schwartz Communication Institute

During the fall 2008, the Bernard L. Schwartz Communication Institute continued its support of a wide range of Communication Intensive Courses (CICs) at all levels of the undergraduate curriculum including courses in Music, Theater, Anthropology, Sociology, English, Management, Business Administration and Policy, Finance, Economics, Accountancy, Computer and Information Systems, Psychology, and Marketing.

The Institute also organized and conducted a number professional development programs for Baruch faculty. Based on the success of faculty development seminars for full- and part- time faculty teaching Great Works of Literature courses (ENG/LTT 2800 and 2850) in spring 2008, Institute staff conducted another such seminar for the fall semester as well as two similar programs for Anthropology/Sociology faculty and faculty members in the School of Public Affairs. In the fall, the Institute conducted its second faculty development seminar on teaching with weblogs. Faculty participants attended regularly scheduled seminar sessions, used course blogs in their respective classes, and reflected on that experience in a seminar weblog.

Each year, the Institute's Annual Symposium on Communication and Communication-Intensive Instruction brings together approximately 100 leaders in education and in business from around the country to engage in a uniquely intimate and productive discussion of communication-related questions and problems salient to both educators and business professionals. Planning for the next Symposium, scheduled for May 1, is currently under way. This year, the discussion will revolve around the theme of "The Medium is the Audience," and will feature keynote presentations by Dr. Alexandra Logue, Interim Executive Vice Chancellor and University Provost at the City University of New York, and Professor Peter Elbow, a leading voice in the theory and practice of writing pedagogy, and author of several influential books including *Writing With Power*, *Writing Without Teachers*, and *Being a Writer*; and Dr. William F. Baker, author, lecturer, president emeritus the Educational Broadcasting Corporation (EBC), and former CEO of New York's WNET-TV (Channel Thirteen).

In working to create additional opportunities for students to write within the undergraduate curriculum, the Institute and BCTC officially launched Blogs@Baruch, an online personal publishing platform built on open-source software that allows members of the Baruch community easily to create and maintain weblogs for instructional or other uses. The project is overseen by Lucas Waltzer, the Institute's Project Manager for Digital Learning. Currently, Blogs@Baruch boasts 1,117 registered users and 479 total blogs.

The Institute continued to integrate its VOCAT (Video Oral Communication Assessment Tool) into the undergraduate curriculum. A new web application that enables faculty to assess oral communication assignments easily, VOCAT allows students online access to faculty feedback and to videos of their presentation. VOCAT can be used for a variety of assessment purposes at the college and is currently being piloted in COM 1010, Freshman Seminar, and THE 1041.

The Institute continues to operate CAC.OPHONY.ORG, the Institute's first weblog on Communication Across the Curriculum. The blog, edited by an editorial collective of nine members of the Institute's staff, serves as a forum for the discussion of matters related to communication-intensive instruction, instructional technology, and communication pedagogy.

Writing Center

In a fall 2008 assessment of students' belief in their ability to improve as a result of their work in the Writing Center, students overwhelmingly agreed or strongly agreed with the statements below, indicating that the Writing Center is consistently succeeding in providing a positive, welcoming environment, staffed by skilled consultants who model writing tasks, find opportunities to provide positive feedback on student writing, and engage students in mastery opportunities. Students responded on a scale of 1-5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The average response is provided in the parentheses following each statement.

1. I felt confident in my consultant's abilities. (4.63)
2. I think my writing project will improve as a result of this Writing Center session. (4.5)
3. I learned something new about writing in this conference. (4.38)
4. The consultant provided positive feedback on my writing skills. (4.44)
5. This conference helped me feel more confident as a writer. (4.32)
6. During my session, I had opportunity to practice a writing skill. (4.18)
7. I found the physical environment of the Writing Center friendly and inviting. (4.58)
8. I found the Writing Center personnel friendly and inviting. (4.51)

In light of our high utilization rate, these results are not particularly surprising. In fall 2008, the Writing Center operated at an astounding 97.64% capacity, pointing both to the high demand of the Writing Center as well as the need for expansion to respond to this demonstrated student need. In fall 2008, students from 118 courses signed up for 940 appointments, requested 189 eTutoring consultations, participated in 54 workshops, and were seen in 420 walk-in sessions at Baruch College's Writing Center. In spring 2009, with increased funding due to both college support and a generous grant from the Drown Foundation, we look forward to accommodating more students in the Writing Center with increased appointment hours. Changes this semester, geared toward increasing access for working students, non-traditional students, and graduate students, include doubled Friday and Saturday availability, expanded online consultations hours, and longer walk-in appointments (increased from 25 to 50 minutes).

This semester, the Writing Center will launch *i Magazine*. Continuing the Writing Center's "I Write" campaign, *i* is a new literary journal created through the collaborative efforts of Baruch's Writing Center and a group of student editors. *i Magazine* will be published once a semester, online only. Our goal is to publish the best possible student writing while exploring the ways we can use new media to create a community of art, design, and study; we are especially interested in well-crafted student academic work that can stand as a model to both students and teachers alike.

Student Academic Consulting Center

SACC's industrious tutors have been very busy all academic year. On the individual level, with the encouragement of SACC's math coordinator, Prof. Judy Broadwin, SACC tutor Abraham Tai, has applied to Queen's College's TIME 2000 program. Teaching Instruction in Mathematics Education prepares students to teach mathematics. The courses are taught by a team of

professors dedicated to improving the teaching and learning of math. A former tutor now working for Citigroup contacted SACC to advertise an internship in Citigroup's Taxation Dept.. SACC tutor Daniel Tomkin interviewed and got the position! SACC tutor, John Bautista was a top three finalist in Baruch College's first Mr. Baruch contest.

Collectively, SACC tutors banded together for the Relay for Life event and easily reached their first goal of \$1,500. A new goal of \$5,000 has been set and, to help reach this objective, the tutors have arranged a *tutoring auction* at which tutors will volunteer their services for free to the highest bidders. The auction will take place on Thursday, 12th March from 12:30-2:00 on the NVC second floor mezzanine. Lastly, SACC will open its doors for an Open House on Tuesday, 24th March from 12:00-2:00. All faculty and staff are encouraged to stop by to view our services and speak with our tutors and staff.

SACC has embarked on a new collaboration; working closely with Prof. Elisabeth Gareis of the Communications Studies Department, SACC will help coordinate ESL speech tutoring for students who want to improve their American English communication skills. The ESL Lab is in NVC 6-121 (enter through 6-120). Finally, SACC offered two sections of Supplemental Instruction for MTH 2003 in Fall 2008 whereby a tutor met weekly with each class of students. Both professors were highly impressed by the level of competency of the tutor and stated that their students did significantly better as a result of the initiative.

Baruch College Now and Collaborative Programs

In fall 2008, 83 high school students enrolled in credit-bearing courses at the college. Students enrolled in dedicated sections of Business, Micro-Economics, Personal Finance, and a select number of other undergraduate courses. The overall retention rate was 86%, with 63 of the 73 students having completed the program. Of the 63 students who completed credit-bearing courses, 97% of the students earned a C or higher and 94% of the students earned a B or higher.

In spring 2009, 210 high school students have been enrolled in credit-bearing courses at the college. Students enrolled in dedicated sections of Business, Micro-Economics, Personal Finance, English Writing, Sociology, and Psychology, and several other undergraduate courses. This is the first term Sociology, Psychology, and English Writing have been offered to College Now students. They have proved to be among the most popular course offerings.

333 students were enrolled in dedicated high school courses earning credits toward graduation in Art, French, Creative Writing, Research, Psychology, and *Think College Now*, an early-college awareness course offered to 9th and 10th grade students at five of the program's twelve partner high schools. Additionally, 52 Baruch College Campus High School and STEP Academy students are participating in the *Let's Get Ready!* SAT Preparation course on Saturdays at the College.

Baruch Computing and Technology Center

Survey Software - At the request of the Marketing Department the College has licensed Qualtrics, sophisticated online survey software that is now available for use by all faculty and students. Contact the BCTC help desk for more information.

Automated Phone Directory – The College has introduced an automated telephone directory that allows users to be connected to campus telephone numbers without typing a name or knowing the extension number. Simply dial *411 (please remember the asterisk) and respond to the prompt by saying the name of the person to whom you want to be connected. Faculty are encouraged to record their own names in the system to ensure that it is pronounced accurately. For more information contact Michele Epstein, Director of Telecommunications.

Blackboard Upgrade – CUNY has migrated Baruch to Blackboard version 8.0. Faculty who need assistance with using the new features should contact Kevin Wolff, BCTC’s instructional designer.

Newman Library

Turkish Literature - The Newman Library has acquired a collection of classic and contemporary Turkish literature in English translation through a grant from the Institute of Turkish Studies. The books are on display in the Engelman Reading Room (2nd floor) and are available for loan.

Geoserver - Professor Francis Donnelly, Geospatial Data Librarian, has set up a Geoserver as the library’s repository for geospatial data. Baruch students and faculty can use it to download GIS data, find GIS resources on the web, download static maps and find maps on the web, and learn about GIS facilities and educational opportunities at Baruch. Users can also access complete information about ESRI’s Virtual Campus program for taking free online courses in ArcGIS. Visit the library’s web site for details.

Library/Communication Studies Online Tutorial - The Peer-Reviewed Instructional Materials Online (PRIMO) Committee of the Association of College and Research Libraries’ Instruction Section selected a tutorial developed by the Newman Library and the Communication Studies Department as its Site of the Month. The committee recognized “Guide to Research for Oral Presentations: Finding, Evaluating and Using Online Sources” as an exemplary online instruction resource.

Office of Institutional Research and Program Assessment

The mission of the Office of Institutional Research and Program Assessment is to compile, maintain, and analyze institutional and other data to support the organizational, decision-making, and planning functions of the college. The Office works closely with Baruch’s administrators, schools, departments, and faculty to improve student learning.

In fall 2008, the Division of Student Affairs and various other administrative units providing student support completed the first cycle of assessment using a logic model framework developed by the Office of Institutional Research. The Office is also assisting various departments in the Weissman School of Arts and Sciences with their program reviews. At the same time we continue to provide assistance to the three schools in their assessment of student learning. Our efforts will enable the College to make substantial progress in preparation for the 2010 Middle States accreditation. In spring 2009, in addition to the National Survey of Student Engagement (NSSE), the College will also be participating in the Faculty Survey of Student Engagement (FSSE). CUNY Central’s Office of Institutional Research is administering a 2-years out graduation survey for all of the CUNY Colleges.

The Office of Institutional Research and Program Assessment will continue to support the mission and goals of the College by:

- providing reliable and accurate statistics for its internal and external constituencies;
- offering data support for the administrative offices within the College;
- developing evaluation plans and instruments for outcome assessment;
- conducting in-depth survey research and analysis; and coordinating external reporting (e.g., US News and World Reports, The College Board, and Princeton Review).

Sponsored Programs and Research (SPAR)

PSC CUNY 40 Research Award Program: Baruch College faculty members submitted 183 applications in Fall 2008. This is a 14% increase from the prior year. For the third consecutive year Baruch College has submitted the most PSC applications among all CUNY colleges.

External Proposals: For the first half of Fiscal Year 08-09 (July 1 to December 31, 2008), the proposals submitted increased by 30% compared to the same time last year. Thus far, 30 proposals have requested a total of \$5,141,272. Faculty members in the Weissman School of Arts and Sciences submitted the most proposals followed by those in the School of Public Affairs, the Zicklin School of Business, and other administrative units.

External Awards Grants and contracts awards from all units total \$3,637,951, for the first half of the fiscal year. This is on track for the College to reach its projected 6.2 million for the fiscal year. The number of awards received so far increased substantially (from 46 to 62 awards) over the same period last year. At the end of the first half of FY 2007-08 the awards had totaled \$3,559,000

Faculty Development

The Baruch College Teaching Blog, initiated in fall 2008, has become an active locus for discussions by members of the faculty. Designed to facilitate conversations about teaching across our departments and schools, the blog is open to all members of the Baruch community at <http://blsciblogs.baruch.cuny.edu/teachingblog/>

Research Across Borders, the website created in fall 2008 to publicize formal and informal presentations by members of our faculty and invited guests, has listed about 15 events each month since October. These are presentations that take place within our departments, often during lunch time, and sometimes include discussions of ideas that might not be quite publication-ready. As we have indicated before, one reason for creating the site was to inform colleagues from other departments that such presentations are going on next door. <http://www.baruch.cuny.edu/facultyhandbook/DepartmentalResearchPresentations.htm>

Five extraordinary speakers participated in the fall 2008 Master Teacher Series. Recordings of those events, as well as many others in this series, are available through the Newman Library's Digital Media Library (search for "master teacher"). The reports of the two task forces that completed their work in summer 2008 are now available in the *Faculty Handbook*: the First-Year Composition Task Force and the Quantitative Pedagogy Task Force.

International Faculty Development Program (IFDP) and Faculty Book Club This program enables international faculty members to receive 15 hours per semester of one-on-one tutoring in accent reduction and to attend workshops focused on issues related to teaching (such as classroom management, motivating students, lecturing techniques, etc.). As in the past few years, this spring the IFDP will sponsor a book club open to all members of the faculty. This year's book is Malcolm Gladwell's *Outliers* (2008). Anyone interested in participating who has not already done so should contact Prof. Elisabeth Gareis (Communication Studies).

Adjunct Development Technology support for adjuncts is available in all aspects of instructional technology, including basic computer use, Blackboard, and classroom technologies. Members of the adjunct faculty at Baruch regularly receive notification by email of events on campus, including faculty development seminars, and consistently participate in large numbers in the Master Teacher Series. The Baruch College online *Adjunct Handbook* remains the first item to appear in a Google search for "adjunct handbook," with more than 1,000 hits per month: <http://www.baruch.cuny.edu/facultyhandbook/adjunct/>.

Faculty Handbook The number of hits to the *Handbook* has increased by more than 50% in the past two years. Suggestions for additions to the *Handbook* are welcome, and new items are added regularly, including links to many college and CUNY documents: <http://www.baruch.cuny.edu/facultyhandbook/topics.htm>

Academic Integrity Initiative

The co-Chairs of the Academic Integrity Committee, Ron Aaron and Dennis Slavin, met in fall 2008 with faculty members from the Departments of Modern Languages and Comparative Literature, Fine and Performing Arts, and Law, and so far in spring 2009 with the Department of Real Estate. We seek invitations to meet with *all* departments over the next several semesters. The goals are to review the college's policies and procedures and to gain insight from members of the faculty based on their experiences in the classroom. One of the college's policies that will be stressed is that all instances of academic dishonesty should be reported to the Office of the Dean of Students. Baruch College continues to hold a subscription to the online database and plagiarism detection software provided by Turnitin.com. Faculty members interested in gaining access to Turnitin.com should contact Prof. Gerard Dalgish (English).

The Joint Committee on Curriculum and Articulation

In AY 2008-09 the members of the committee is providing support for the working group charged with writing about assessment of educational programs for the Middle States Self Study. The Joint Committee is the college's Assessment Committee.

Mishkin Art Gallery

A record number of students, 17 classes from many different departments and programs, visited the Mishkin Gallery's September-October exhibition *Recasting the Figure in Photography: Portraits, Diversity, and Identity*. Featuring photographs from the College collection, this exhibition presented a wide range of images interpreting individual identity.

The November-December exhibition, *Independent Visions/Feminist Perspectives*, included a selection of artists who worked independently as feminist pioneers in the 1960s and 1970s but had

a significant influence on the development of Feminist art. The show featured an installation with an eight-foot glass laboratory that displayed an ongoing projection of the names of women scientists who were not given credit for their discoveries. Approximately 200 people attended the opening reception, including a reporter from the Huffington Post and two art critics. Three classes attended gallery talks and individual students came with assignments.

The spring semester exhibitions include the February show *The Long Night and the New Day: Lithographs by Benton Spruance* and the April-May show “*Everyone Will Be Famous for 15 Minutes*”: Andy Warhol’s Photographs.

Continuing and Professional Studies Division (CAPS)

The CAPS division is happy to announce the 30th anniversary of our providing quality courses, certificates and services to our community. Established in 1978 to serve the New York and international communities with professional education and training, we now offer over 700 course sections each semester.

The past year has proven to be one of strong growth and development. Enrollments are expected to surpass the 10,000 mark this year. We have released several new programs in International Business, Human Resource Management, Insurance Training, Business Communication and Modern Language programs targeting the business and healthcare communities. Enrollments have increased beyond expectations each semester. The International Trade Operations and Procedures program has more than tripled in this year alone.

CAPS has expanded its external accreditation of many programs including SHRM and PMI. Services to our students have also improved with the implementation of a comprehensive new web site that includes real time registration, course tracking and student information display. Our Marketing department also received a prestigious award for best course bulletin and advertising this year from the Continuing Education Association of New York.

We have grown many partnerships and are now in the process of developing several new connections within Baruch and CUNY. CAPS has partnered with Queens and Lehman Colleges as well as Kingsborough, Queensborough, and the Borough of Manhattan Community Colleges in offering courses in more locations throughout the city.

Interest in our courses from our Baruch colleagues remains strong. We continue to offer free classes for all Baruch employees and a 15% discount for family members.

The Steven L. Newman Real Estate Institute

Among recent highlights are the rollout of new Certificate Programs in Sustainability, Construction Management, and Facilities Management. With sustainability content integrated into the latter two programs, the new curricula position the Institute as a leader in professional sustainability certificate based education. Talented new instructors have been recruited to teach the new courses.

Redesign of the Institute’s web site is well under way. The new site will greatly facilitate course selection and registration. Sophisticated search engine optimization tools will boost traffic and

permit more effective promotion of Institute publications and events. Guest columns by noted real estate industry experts will enrich site content.

EPA's grant to the Institute and CUNY's Building Performance Lab is supporting creation of a new joint web site, NYC Building Performance, and the development of Institute sustainability courses.

Research reports completed or under way include examinations of how the credit crunch impacts Manhattan's office market and New York's role as a global city, how Manhattan's traffic congestion affects freight operations and real estate values, and the legal and policy trends in sustainability legislation.

The Institute launched its Sustainability Shoptalk series in November, with a successful event on sustainable building interiors. The second event will explore the emerging trend of green leases. Conferences on how capital market turmoil impacts NYC's real estate sector, infrastructure investment's importance to the real estate industry, and prospects for rethinking affordable housing design and development in NYC will follow.

Strategically, the Institute continues to steadily strengthen and expand its partnerships and collaborations.

STUDENT AFFAIRS & ENROLLMENT MANAGEMENT
GENERAL FACULTY REPORT
Spring 2009

Academic Advisement. During the fall 2008 term, the professional staff saw 7852 students for walk-in advisement, 1675 students for Worksheet Appointments and provided guidance via email for 300 students. Additionally, the Center's peer advisors saw 144 students for Walk-in Advisement. This year, the Center has focused its efforts on retention, outreach and increased accessibility, technology and further strengthening faculty and advisor partnerships.

Retention. The Center sponsored workshops to assist students on probation covering academic policies governing their status and provided academic strategies to improve academic performance. A total of four sessions were held in the fall. Participating students reported feeling positive about their ability to improve their grades. Based on the number of students who have contacted the Center we are utilizing various methods (phone calls, Facebook, etc.) to reach students about important dates, policies and programs. In September 2008, the Center ran two ten-week In-Gear workshops for 18 students reinstated through the Joint Committee on Academic Standing. In-Gear seeks ensure academic success for reinstated students by addressing some important issues which may be hindrances including Personal Motivation, Decision Making and Managing Time Wisely.

Outreach and Increased Accessibility. In an effort to increase outreach and accessibility, all but two Advisement staff members taught Freshman Seminar (FRO 1000) in the fall 2008. The Center also sponsored several targeted events to reach specific populations. The International Students Fair afforded 54 current international students the opportunity to learn about academic advisement and its relationship to the International Students Services Office. At the Freshman Open House 194 freshmen met with the academic advisement staff in a very informal Q and A session. For the "Senior Send Off," 198 academic worksheets and graduation checklists were completed in advance for graduating seniors. One hundred and nine (109) students later came to the Center to meet with an advisor and pick up their final worksheet. Finally, during a four-day period three advisors set up shop on the first floor of the NVC and provided walk-in advisement entitled, "Express Advising." The three advisors met with approximately 280 students. This provided essential support to the Center staff during the busy November registration period.

Technology. The Center for Academic Advisement is using Facebook to advertise our programs and to alert students of important policies and information about Baruch College. We are working to increase participation in our page. **DegreeWorks** use and satisfaction was assessed during the fall 2008. The results of this assessment are still being analyzed. Once finalized, the Center will create an action plan to address any student concerns which may surface.

Faculty and Advisor Partnerships. The Center hosted the second annual Faculty Advisor Reception in late September. During the reception, 19 faculty members met the advisement staff. The discussion centered on a comparison of the academic advisor's role with the role of a faculty advisor. There was a universal agreement that we all must "be on the same page," when communicating with students. Two Academic Forums were also held in the fall including, "*CIS: The Hot New Major*," sponsored with the CIS faculty to share with students the many career opportunities that exist for those students who want to major in CIS and the new course offering for majors. During the second forum, "*The Road to Law School: A Philosophical Approach*," Professor Sundeep Sreekumar lectured on how and why philosophy relates to law school. The forum was co-sponsored with the Pre-Law Program and the Pre-Law Society.

Upcoming events. During the spring 2009 semester, the Center will continue its targeted outreach to students in academic jeopardy with its six week Students Toward Success program. Two hundred and fifty (250) second semester freshman and transfer students in academic jeopardy have been invited to participate. (*Note: this is the first year transfer students have been included in this program.*) Additionally, the 22 students reinstated to the College for the spring through the Joint Committee on Academic Standing have been required to participate in this spring's In-Gear program. Finally, the Center will again host its very successful Major/Minors Fair in March and its Student Services Fair in April 2009.

Athletics and Recreation. Physical Education classes continue to fulfill an important need for the students at Baruch. While there are a limited number of class offerings due to resources, almost all classes are filled to capacity. Three adjunct classes are offered in the Fall semester, and three in the Spring semester. Eight winter intersession courses were offered that were very popular. Since we are one of the few departments that offer a one-credit course, many students want to enroll to meet financial aid as well as graduation needs.

The Men's Volleyball Team was ranked 12th in the Country; the point guard on the Women's Basketball Team is ranked #1 in the nation in assists; Kalea Davis has broken the national record in NCAA basketball for the number of games where she scored and rebounded in double figures, both Men's and Women's basketball teams are undefeated in the conference (the first time in CUNY history), and several other student-athletes are competing at levels that have advanced our drive toward a nationally recognized top 25 athletics program at the Division III level. This year our teams have competed against MIT, Emory, NYU, Stevens Institute, Manhattan College (Division I), Colby, the University of Texas – Dallas, and Roanoke.

Having finished 2nd in the CUNY Commissioner's Cup standing for 2007-08, the goal for 2008-09 is to recapture the Cup. Five of the six teams in the fall and winter were able to garner points toward the Commissioner's Cup – three teams finished in second and two teams finished in third place. With the Men's and Women's basketball teams having undefeated conference records so far, both will contribute heavily in total points. Men's volleyball, Men's tennis and softball have a good chance of winning their conference championships. Hunter College, as they have for the past 4 years, will be our main competitor.

With each incoming cohort of students, we are finding that more and more students utilizing the ARC facilities. More students are coming down to the Fitness Center, pool, and gyms to participate. With the ARC opening for over 90 hours per week, the students are making good use of the facilities. The rentals and outside memberships are consistent and provide critical resources to the overall operation of the ARC. The income is vital in keeping the ARC open for the numbers of hours that are offered.

Counseling Center. During the fall 2008 semester, the Counseling Center continued its efforts in outreach and program development by partnering with Student Life's Helpline (Health and Wellness Peer Counseling Program). The Counseling Center staff have played a key role in the clinical training and supervision of the peer counselors. We have also assisted the student representatives of the newly formed Student Veterans Association in developing the group's peer mentoring component. We continue to work closely with the newly established Campus Intervention Team (CIT) to ensure that troubled students get immediate attention and services that they need.

Grants and Research. Over the course of the last three years, we received several grants: (1) Council for \$50,000 which was renewed for an additional year; (2) Councilwoman Rosie Mendez for \$5,000; (3) State Senator Liz Krueger for \$5,000; (4) the Herman Goldman Foundation for \$5,000, which was also renewed for an additional year; (6) New York University (NYU) in conjunction with the New York Community Trust (NYCT) for \$16,000, which was renewed for an additional year and (7) the van Amerigen Foundation awarded us with a two-year grant totaling \$120,000. The grants from NYU and NYCT were used to hire Dr. Greg Benitz who focused on developing the program initiative to establish best practice methods for treating depression among college students. The depression collaborative research team currently consists of Dr. Kasnakian, Dr. Benitz, and Dr. Davis. The two-year grant funded study is a collaborative study with New York University, Princeton University, Cornell University, Hunter College, and other universities nation-wide.

Through our participation in the depression initiative we have remodeled our delivery of service to students. Major improvements included screening for depression and alcohol to measure severity for all students seeking treatment at the Center, the establishment of a triage system, and a comprehensive tracking system that allows us to more efficiently follow up on all of our cases including the volume of high risk students we serve. We are also now able to more efficiently run analyses on the clinical data to assist in treatment planning and further program development. Preliminary results of our collaboration was presented at the annual New York Metropolitan Conference on Mental Health in December 2007, NASPA Mental Health in Tampa, Florida in January, and the quarterly National College Depression Partnership (NCDP) Conference, which we co-hosted with NYU and other participating universities in New York City in June. We are scheduled to co-host other NCDP conferences in October and March 2009, and our proposal has been accepted for a presentation at the American College Health Association meeting in May 2009. We are also working on a manuscript regarding our findings.

The Center has initiated two additional research studies examining treatment outcome and efficacy among college students. These studies are in association with Fordham University

and the University of Maryland. Dr. Jairo Fuertes, one of the Center's Adjunct Professors and a faculty member at Fordham University chaired the study in association with Dr. Cheng, Dr. Kasnakian, and Dr. Kessler at the Center. The findings of the studies were presented at the annual conference of the Society for Psychotherapy Research (SPR) in Barcelona, Spain in June 2008, and the annual conference of the American Psychological Association (APA) in Boston in August 2008.

Training. We maintained the administrative and curriculum efforts for our three training programs and expanded one of the programs to include two additional part-time trainees. Our training programs include: (1) Beth Israel Medical Center psychiatric residency rotation, (2) psychology pre-doctoral internship program and (3) psychology graduate-level externship program. We increased our graduate level externship program with two doctoral level trainees in psychology. Our programs continue to attract excellent psychiatric residents from Beth Israel Medical Center, and doctoral and masters level psychology candidates from both the tri-state area as well as nation-wide. Every year the number of applicants for our pre-doctoral internship program increases substantially as our reputation for excellent training spreads to the academic communities throughout the nation.

Groups at the Counseling Center. A women's group focused on depression is being co-led at the Counseling Center. This weekly psychotherapy group aims to provide support to women struggling with symptoms of depression. An LGBT support group is also being co-led in the spring semester at the Counseling Center. This group will address issues including but not limited to: the coming out process, LGBT identity, struggles with relationships, discrimination, etc. In acknowledging that LGBT individuals face a very special kind of minority stress which has been shown to contribute to many negative health outcomes, such as depression and anxiety, the Counseling Center is becoming more actively involved in serving the LGBT community at Baruch in this regard.

Disability Services. Since our fall report, much has occurred in the Office of Services for Students with Disabilities. Sixty-two (62) new student intakes were conducted. Notably, we have utilized technology to provide better academic support to our students. For the first time, we utilized Skype for a student who was absent from classes following a serious car accident, we purchased a Braille portable note taker and we purchased a portable scan and read device. Additionally, our relationship with the LEADS Project has provided meaningful career-related support services for 53 students.

The following are two examples of the difference that LEADS has made for Baruch students:

A student earning a degree in Accounting encountering had numerous difficulties with memory and problem solving due to his disability. Through the LEADS Project, he received a neuropsychological evaluation to identify his major areas of deficit. In addition, he has been referred to a program to help him better understand his disability and learn new ways of functioning. Alongside this program he will receive medical and psychiatric care to comprehensively address his condition. Additionally, he will be offered training through certification program and job placement assistance once he is ready to return to work.

An Accounting major who is also a deaf student using sign language as his primary means of communication was in danger of losing his funding last fall due to time limitations. The LEADS Project advocated for him while also helping him to develop a plan for the completion of his degree. He received a thorough resume review and revision as well as mock-interview practice in order to obtain an internship. He continues to work with the LEADS program to improve his interviewing skills and search for an internship. Once he graduates, he will receive ongoing support in securing employment.

Early Learning Center. Thirty three (33) student-families were enrolled at the Early Learning Center for the fall 2008 and 34 student-families are enrolled for the spring 2009. The Center has engaged the children and their families in numerous activities including a family trip to La Guardia Performing Arts Center "Paper Bag Players," a potluck lunch, a Lunar New Year Breakfast on the first day of classes, and a workshop/discussion offered by NYU Pediatric Dentistry Program. A special highlight for the children this spring will be a visit from a policeman and a firefighter. The Director of the Center was a member of a panel discussion which took place at Brooklyn College on the topic of National Association for the Education of Young Children (NAEYC) accreditation. Additionally, the entire staff presented a workshop for the CUNY Conference for Teachers.

Health Services. The Baruch College Student Health Center is administered by Beth Israel Medical Center and Continuum Health Partners Inc., via a service contract with Baruch. The Center provides primary care for coughs, colds and flu; strains and sprains; vaccinations; STI/HIV; physical exams and women's health issues. Appointments are preferred, but walk-ins are seen when possible. Health information, pamphlets and books are available at the Center, in the Office of Student Life, at the Bearcat Welcome Center and in the Helpline office. A new full time nurse practitioner has joined the Student Health Center team. Juliette Blount (NP) began her tenure in September 2008 and has made many adjustments and improvements since her arrival. These adjustments include a reorganization of the storage and work space as well as a revision and improvement of the Center's staff policies to ensure optimal efficiency. Ms. Blount is also leading the Center's effort to purge old health records.

In order to be the most effective in our programming we are continuing with the tradition of working through collaborative efforts with student groups and administrative offices at Baruch. The most notable undertaking is the revival of the Helpline office, whose staff will now serve as Health and Wellness Peer Counselors, i.e. peer leaders with a more holistic ability to affect the lives of their fellow students by acting as an information source, a listening ear, as well as a promoter of healthier lifestyles and safer choices. Other health and wellness programming in the fall included several information tables on health services and various health insurance options; a stress relief workshop co-sponsored with a student organization; a nutrition workshop for SEEK students; Diabetes Awareness Month blood glucose screenings, education and nutrition advice; Guest Speaker Al Giaquinto presenting on the topic, "Striking a Balance: Nutrition and Wellness"; and an event for World AIDS Day. In the spring, students can look forward to STD Awareness Week (February 9-13), a World Health Day event in April, Stress

Relief Week (May 4-7), the CUNY-wide Health Fair in May and several more collaborative events with student clubs and organizations.

Orientation and New Student Programs. Fall/winter activities included 7 orientation sessions for incoming freshmen and transfer students. Approximately 55 freshmen attended a full day orientation and advisement program, while approximately 750 transfer students attended one of 5 transfer orientation programs. Transfer students were encouraged to stay and register on line before leaving campus. An orientation schedule for fall 2009 is forthcoming. Budgetary concerns may require that freshman orientations, in particular, be reduced from a full day to a half day program. Likewise, other programming for transfers has been curtailed this semester.

In spite of the continued success of the spring 2008 and fall 2008 transfer learning communities pilot, we were not able to offer them again for the spring transfers because of funding constraints. The fall 2008 transfer learning communities included 2 sections of ENG 2800, one section of LAW 1101, and one section of CIS 2200. The offerings included small class size, an assigned academic advisor and peer mentor, a transfer seminar series focusing on career prep, writing and research skills, plus other community-building activities. Faculty also offered students co-curricular activities as part of this experience. Student demand for seats exceeded supply beyond the halfway point during the fall orientation/registration process.

The selection process for a fall 2009 freshman text has begun and should be completed by mid-April. Plans for fall 2009 Convocation are underway. At this time, there are no plans to continue to offer a Transfer Convocation in spite of last year's successful pilot, again because of funding constraints. Freshman Convocation will likely be a one-day rather than two-day program on Thursday August 26th.

SEEK. During the month of January 2009, the SEEK Program ran two intersession 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. The three-week program focused on strengthening math skills. The other initiative provided support in communications skills, and ESL students (some mandated, some voluntarily) attended weekly workshops that met two days a week. In the morning the students honed their reading and writing skills, and in the afternoon they worked on oral communication.

The 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 2009 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 on February 5th, March 5th, April 2nd and April 30th.

This spring SEEK will host the counselors from the CUNY community college special program known as College Discovery. This is designed to strengthen the transfer process to Baruch and SEEK. Additionally, a prospective Fall 2009 SEEK transfer student orientation will be held for CUNY community college transfer students. In conjunction with the Center for Academic Advisement SEEK will conduct mid-semester assessments of the spring transfers.

Effective this spring all new SEEK transfer students will attend a mandatory mid-semester meeting.

The SEEK Program is offering SPS 2016, Practicum in Student Leadership, a 2-credit course that provides an overview of leadership and helps prepare students for leadership positions in the SEEK Program, on-campus student organizations and beyond. As a practicum course, this class is designed to give students hands-on experience in a service project on-campus or in the community.

STARR Career Development Center (SCDC). The SCDC staff is keeping a watchful eye on career trends, particularly given the current economy, and adjusting, re-packaging or revising traditional programs to meet current needs. To keep students informed, the Center is posting key events on our Facebook page and experiencing increased participation in our programs as a result.

Staff. The SCDC welcomes John Jeannopoulos as the new part-time Pre-Law Advisor. He is working individually with students and with the Pre-Law Society to plan programs. Lisa O'Connor has been hired as an Events Specialist to coordinate the many programs sponsored and co-sponsored by the Starr Career Development Center. Lisa has been volunteering part-time for the past two years since her graduation from Baruch and so is very familiar with the Center's operations and programs. Dr. Richard Orbe-Austin received a \$10,000 grant from the National Association of Colleges and Employers (NACE) to conduct research on the relationship of utilization of career services to career decision-making self-efficacy, English language fluency, and ethnic identity.

Ongoing Special Programs. Two three-day intensive Dale Carnegie programs were conducted during the January intersession with 40 students recruited mostly from TEAM Baruch and Peers for Careers. Participants in the Wall Street Careers program attended workshops in Excel and Valuation and Modeling during January intersession. The Starr Sub program invites faculty to request a Starr Career Development Center staff member to be a substitute instructor in their classes when they will be away from campus for a conference or meeting. Staff can make presentations on a variety of job search or career development topics.

Job search Assistance. Walk-in Job Search groups are being offered to current seniors and recent graduates to provide support during this difficult job market. Fifty-one (51) companies registered for the Internship Fair (consistent with last year) held on Friday February 6th and 600 students were in attendance. Seventy-four (74) Job Preparation Workshops and 7 corporate presentations are scheduled in Spring 2009. Four Career Week Panels will feature professionals speaking about their careers in: Marketing & Advertising, Industrial Organizational Psychology, Government & Non-profit Organizations, and Information Technology. Panels will be moderated by faculty. Additionally, the staff provides special presentations to groups in the Honors College, Transfer Orientation, Zicklin Orientation, and SEEK during the Academic Year. 18 Peers for Careers who have been trained in reviewing resumes and conducting mock interviews will be working in the SCDC in the Spring.

Student Life. The Office of Student Life continues this year with a full slate of continuing and new initiatives to enrich the co-curricular life of Baruch students.

Leadership Development. "Leaderquest," the 26th annual Student Leadership Training Weekend was held from Nov. 7 – 9, 2008, at the Edith Macy Conference Center in Briarcliff Manor, New York. Over 90 student leaders attended where CUNY Leadership Academy Executive Director, Dr. Joe-Joe McManus, was the keynote speaker. TEAM Baruch has continued to train a strong cadre of student leaders each term providing a steady flow of student talent for Baruch's peer leadership programs in Academic Advising, Career Development, Health and Wellness, Freshman Seminar, and Orientation. Sixty (60) Freshman Seminar sections were taught in the fall 2008 term for 1,400 freshmen. Helpline, Baruch's peer counseling program, has been retooled and reopened this spring as a Health & Wellness Peer Counseling Program. The program is a collaborative effort between Student Life and the Counseling Center. New leadership will come to the Undergraduate Student Government and the Graduate Student Assembly when elections take place between April 20-23, 2009.

Major Events and Programming. An extensive schedule of programs has been assembled for Latino Heritage Month in September, Black History Month in February, 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 Student Union Fashion & Culture Show and the Caribbean Students Association annual Fashion & Culture Show. The 31st annual Spring Fling Street Fair will be held on Thursday, May 7, on E. 25th St. Free food, games, music will be provided from noon until 3:30 PM. The 44th Commencement Exercises of Baruch College will be held on Wednesday, May 27, 2009, 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.

Lexicon 2009, the senior yearbook, has completed principal production on this year's book and plans to distribute the book prior to Commencement 2009 to the students who have pre-ordered the book. Lexicon 2008 was awarded 2nd Place in the College Division (2500 students or greater) by the American Scholastic Publishers Association.

New Initiatives. In October, the Bearcat Welcome Center opened on the first floor of 137 E. 25th St. to serve as the entry point for prospective students and parents as well as a resource center for the Baruch community. The Center is staffed each day from 10 am - 4 pm by trained student leaders. The OSL launched a new discount theater ticket program which enables Baruch students to attend selected Broadway and Off-Broadway shows for as little as \$25. To date over 400 students have participated in this program purchasing \$12,000 worth of show tickets.

Community Service Projects. Student Life sponsored its annual Blood Drive in October 2008 and will again in March 2009. Baruch College Blood Drives have consistently been ranked in

the top 10 blood drives for each month in NYC for the past three years. OSL organized a team of walkers and volunteers who worked the annual Making Strides Against Breast Cancer fundraiser for the American Cancer Society on October 19, 2008. For the 5th year, OSL is organizing the Relay For Life overnight event for the American Cancer Society for Friday, April 3 through Saturday morning, April 4, 2009. Last year over 1000 students participated in the Baruch College Relay, which was the third most successful collegiate Relay in the metropolitan area for 2008. The previous four Relays have raised in excess of \$261,000 for the American Cancer Society. Again this year, Baruch will partner with students from Hunter College honors program for this event. Relay fever is spreading through CUNY with CCNY, Lehman, and Queens College all holding Relays this year.

Enrollment Management

Admissions. Baruch's enrollment for the spring 2009 semester is 15,819. This is 52 fewer students than spring 2008. As planned, we decreased our undergraduate enrollment and increased graduate enrollment. We registered 3,389 graduate students and 12,430 undergraduates, compared to 3,261 graduate students and 12,610 undergraduates enrolled last year. Baruch College enrolled 51 new freshmen and 787 new transfer students for the spring 2009 semester, consistent with last year's numbers.

Undergraduate Admissions executed a comprehensive plan to recruit the fall 2009 freshman and transfer class. Due to increased demand, the number of campus tours and open houses for students and parents was expanded. Our recruiters visited more high schools and attended college fairs all over the metropolitan region. We also implemented a new customer relationship management system (CRM) system which allows us to communicate with prospective students by e-mail – tailoring our e-mails to their interests and to the time in the admissions cycle. We plan to expand our communication plan and utilize additional features of this system this semester. Fall 2009 academic indicator goals will be challenged by the loss of hundreds of thousands in scholarships due to the economy.

Registrar. The Registrar's Office is in the process of finalizing graduation for February graduates and planning for summer and fall 2009 registration. The Registrar's Office continues to work to make improvements to the eRoster certification process with BCTC. Using eRoster, faculty can certify enrollment via the web after the third week of classes. Faculty members are 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.

The Registrar's Office is working to implement a new on-line transcript request system. This system will allow students to request and pay for transcripts on-line and will significantly streamline this process for students.

We have recognized several challenges in this office and we have collectively developed substantive interventions and have taken action. Under the very qualified management of AVP Marybeth Murphy (who oversaw the Registrar's Office at NYU), we have recently

implemented changes that include organizational restructuring and some additional staff resources from within the Division. The plan includes the transfer of part-time staff from 4 Divisional departments into the Registrar's Office; the search for three full-time positions (replacements); extensive staff training on best practices and building a more effective organization (the office is now closed on Fridays from 9-11am for this training); the hiring of 5 new student workers to answer phones, respond to student queries and file; the merging of part-time positions into a new full time aHEO position to provide a knowledgeable, stable, front-line student support service professional; the hiring of a part-time staffer through the support of the Zicklin School in the Registrar's Office to support the coordination of the International Executive Programs; the implementation of an on-line transcript system which will free a staff member to assist in other critical areas; and the implementation of a new phone-tree system and protocols.

Financial Aid. The Financial Aid Office has worked in close cooperation with the Registrar's Office, Academic Advisement and the TAP Certifying Officer to ensure that students are meeting the academic and attendance requirements to receive financial aid. The implementation of the WN grade, along with the cooperation from the faculty, has allowed the office to adjust the aid for students who fail to begin attendance in one or all of their classes. Although monitoring attendance has created additional work, it has allowed us to comply with federal regulations.

Starting with the 2009/10 academic year, federal regulations have changed to allow Pell eligible permanent residents and part time students to receive the Academic Competitiveness Grant (ACG). We expect that the change will result in a significant increase in the number of eligible students. Awards for part time students will be prorated based on their enrollment status.

International Student Office. As reported in the United States Citizenship & Immigration Services SEVIS System, Baruch College has enrolled 1,396 international students (378 graduate students, 855 undergraduates and 163 ESL & Certificate students). In addition, 367 students currently have received approval or are awaiting approval for Optional Practical Training after completion of their degree and 77 students have received approval to participate in internships for the Spring 2009. A full time position has been vacated and needs to be filled in order for the office to be in compliance with Federal regulations.

During the month of January 2009 we conducted several new student orientations for both graduate and undergraduate students. A total of 100 students attended orientations on January 12th, 21st, 22, 2009. The International Student Service Center continues to organize and conduct monthly informational workshops for our students on a variety of topics like applying for internships, travel, taxes, optional practical training and obtaining a social security number.

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 163 skills assessment tests were given for 4,759 students in the 2007-08 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 4,228 students were invited to test. 2,663 took the exam and the pass rate was 89.8%. It was 89.4% last year. A total of 4,108 students took the Simnet exam. The pass rate for the first attempt was 63.2%, for the second attempt it was 78.2% and for the third attempt was 99.75%. The pass rates for first and second attempts increased from 2007, when they were 61.8% and 77.4%, respectively. The third attempt pass rate, already at a very high rate of 99.76 in 2006, was 99.75 in 2007.

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 2007-08 year, 4,974 evaluation packets were prepared. 125,000 scan forms were processed and 89,390 forms were scanned. 3,688 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 2007-08 Report.

Report to the Baruch College Faculty
Submitted by Johanna D'Aleo
Vice President for Administration and Finance
Spring 2009

FY 09 Budget Update

The tax-levy budget summary as of February 2009 is included with this report. Revenue and Expenses are tracking as projected for the fiscal year to date. This year's revenue projection included the use of \$773,600 of CUTRA reserve, which was necessary to balance this budget. Although, we expect to end the current year with a slightly positive CUTRA balance, we will not have this level of reserve available for use next year.

You may recall that last fall CUNY implemented a "Temporary Pause in Personnel Actions." This process enabled us to generate vacancy savings which greatly helped us reduce this year's budget challenge. Although the CUNY "Pause" has been discontinued, the campus continues to hold positions vacant whenever possible in order to generate savings.

Due to the downturn in economic markets, the Baruch College Fund requested that we reduced Unrestricted BCF spending by \$2M in the current year. After consultation with BCF Budget and Finance Committee, Vice Presidents and Deans, we were able to identify reductions of approximately \$1.8M.

Facilities Operations, Planning and Construction

Campus Master Plan – The Baruch Campus Master Plan was approved by the CUNY Board of Trustees in early December, 2008. This Master Plan will provide Baruch with information which will assist with the planning of changes and additions to campus spaces for the next ten years.

Field Building at 17 Lex- The architectural firm of Davis Brody was selected by CUNY/Baruch for the renovation design of the building. Davis Brody was the firm that created the 1986 Baruch Campus Master Plan and the architects for the very successful Information and Technology Building design. Currently, Davis Brody and CUNY are completing contract negotiations and we believe we will begin the design in February.

Annex Flood Recovery- On Monday morning, October 20, 2008, a flood occurred on the 10th floor of 137 E 25 Street, declaring an emergency response. A steam pipe cracked, causing steam to build up, causing the sprinkler heads to activate. This caused flooding throughout the south side of the 8th, 9th, and 10th floors occupied by Baruch. The flood directly affected 5 departments including 18 offices, 3 reception areas, elevator lobbies and various support areas.

The recovery effort was headed by Frank Antonucci of Campus Operations who worked closely with the building owner, Central Office, Baruch staff and the occupants. The goal was to quickly relocate the occupants to alternate locations, quantify the damage, and renovate all affected areas in the quickest timeframe possible, with no departmental downtime. Extensive work needed to be accomplished, including relocating furniture to storage, drying out the areas, various replacement of sub-floors, carpets, sheetrock, ceiling tiles, lighting fixtures, repainting of all areas, and coordinating office and personal property damage replacement.

The space was completely renovated and occupants returned to their offices in less than 9 weeks.

Construction and other Projects –

- Established new seating areas with tablet arms in underutilized corridor spaces for students to gather and/or study on the classroom side of floors 9 through 13. The addition of 68 seats was also accompanied by color accent walls and colorful framed posters.
- Continued to add color accent walls to public spaces in the Newman Vertical Campus, such as the elevator lobbies and corridors on floors 9 through 13. Each floor was assigned a distinct hue.
- Freshened up the Multi-purpose room on the 14th Floor of the Newman Vertical Campus with new carpeting and accent wall colors.
- Converted space adjacent to 3rd floor elevator lobby of Newman Library to a student reading/study lounge. This will serve as a test run for possibly converting other areas.
- Created a net new computer lab in the Newman Library
- Created three new group study rooms in the Newman Library by converting former copier rooms or other spaces. Copy machines moved to underutilized areas.
- Created a net new practice room in the Newman Library for students to familiarize themselves on presentation technologies.

Looking Good Program –

Baruch College was awarded a “Beautification Award” by The Gramercy Neighborhood Associates, Inc. The Gramercy Neighborhood Associates recognized Baruch in enhancing the aesthetic qualities of the Gramercy neighborhood. Frank Antonucci contracted Town and Gardens, Inc. to provide the beautiful flower arrangements in the 7 tree planters, along Lexington Avenue, outside the Lawrence and Eris Field building. Frank accepted the award, along with Eric Lugo/Dir. Of Gov’t & Community Relations, at a Gramercy Celebration event, on Baruch’s behalf.

Annual Inventory Program- The Property Management staff, headed by Lakesha Brown, conducted a successful annual physical inventory for 2008. Lakesha worked closely with the Central Office and Baruch staff as all Baruch College fixed assets, including equipment and artwork, were inventoried. This effort involved reviewing all existing assets, new and discarded equipment and equipment transfers. As a result, the Central Office recognized Baruch College for complying and declaring 100% found assets.

Buildings and Grounds-

We are proud to report that Baruch is the only College within CUNY with a fully implemented Preventive Maintenance program. Almost 2000 pieces of campus equipment have been entered and scheduled into the system. Our HVAC technicians began routine maintenance in November, 2008. As a result of this program, we expect to incur less equipment repair expense and down time in the long run.

Environmental Health and Safety Accomplishments-

- procured a new exterminator and have implemented aggressive extermination practices
- completed the Right to Know training for asbestos, safety and other OSHA/EPA required classes for Buildings and Grounds and Custodial Services
- began the to merge of current chemical inventories into the University sponsored Chemtracker chemical inventory program

Human Resources

Training and Development

One of the major objectives of the College's Strategic Plan is strengthening the professional development of all who work at Baruch. Our Training and Development Specialist continues to assist in achieving this objective by offering relevant training programs for faculty and staff that have been well received.

Learning Opportunities

Two programs were offered during the fall semester and winter intersession, "Civility and Violence" and "HEO Series Reappointment Process." "Civility and Violence" is the new name for the ongoing mandatory training program on preventing workplace violence. Over 800 faculty and staff have attended a session thus far. "HEO Series Reappointment Process" is an informational session for managers of HEO series employees, providing a general overview of the HEO series staff reappointment process and contractual guidelines for conducting the performance evaluation conference. To further assist managers with this process, our Training and Development Specialist revised the guidelines document to serve as a job aid that includes a performance evaluation checklist and sample goals and objectives. In addition to on campus learning opportunities, our Training and Development Specialist has communicated to the campus and facilitated the enrollment in various training opportunities at CUNY University Training and the Citywide Training Center.

Domestic Violence Prevention

Our Training Specialist was appointed by President Waldron as the Domestic Violence Liaison for the College in compliance with the Governor's Executive Order #19. A committee has been formed to create awareness and provide education regarding intimate partner violence in the workplace. The Domestic Violence and the Workplace Policy and a listing of the Committee members were disseminated to the campus in December. Going forward, Committee members will offer a training program for faculty and staff to address this growing area of concern. All faculty and staff who have supervisory responsibilities will be required to attend a session.

Website for Baruch Faculty: Teaching Blog

The Office of the Provost and the Office of Human Resources collaborated to launch a new faculty development website last fall, the **Baruch College Teaching Blog**. The goal of the site is for faculty members to discuss teaching and share and challenge ideas and techniques for effective teaching. Faculty members from all three schools regularly participate in the general discussion on college teaching by writing posts or commenting, resulting in over 30 posts and more than 100 comments thus far. The Teaching Blog can be found at:

<http://blsciblogs.baruch.cuny.edu/teachingblog/>

Service Awards and Baruch Excellence Awards

The 22nd annual Baruch College Employee Service awards event will be held on April 22, 2009. President Waldron will host the ceremony which celebrates the honorees for their dedication and commitment to Baruch College. We will honor 113 employees for their dedication and commitment to Baruch with 10, 15, 20, 25, and 35 years of service. In addition, we will recognize 81 employees who have attained more than 35 years of service, giving their entire careers to Baruch and CUNY. A message from President Waldron, announcing the Baruch College Excellence Awards and a request for nominations for has been communicated to faculty and staff.

Benefits

Our second annual Benefits Fair was held in October 2008. A total of 22 vendors participated and 55 employees attended the event. Feedback received from both vendors and employees confirm the event was a great success.

During the Open Enrollment Period last October and November, 33 employees made changes to their plans, which became effective January 2009. This is the one time during the year when employees can change medical plans and elect to put pre-tax funds into an account to pay for non-reimbursable medical and dental expenses and dependent care.

We are happy to announce a great new benefit, the CUNY Work/Life Program (Employee Assistance Program). This is a confidential and free program that offers a wide range of information and support to employees and their families. Assistance is available 24/7 by calling 800.833.8780 or on the web at: www.cuny.edu/worklife.

ePAF

The Office of Human Resources launched the electronic version of the Personnel Action Form (ePAF) for all part time Instructional Staff (green PAFs).

The ePAF payroll processing is one of our process improvement initiatives. The goal of the system is to improve workflow, quality control, cost efficiency and ultimately timely payroll processing.

Appointments

The Office of Human Resources (OHR) is committed to supporting the College in attracting, developing and retaining a highly qualified workforce to support our mission of excellence in education and research. Since September 2008 there have been 37 new full time appointments, including the Vice President of College Advancement and the Director of Academic Computing and Research.

CUNY FIRST

CUNY FIRST is coming to Baruch College. This is a fully integrated system for Student, Financial and Human Resources services that will replace the City University Personnel System (CUPS). Spring 2009 marks the launch of the first three phases of the CUNY FIRST system, namely:

- **Human Resources** (Human Capital Management -HCM)
- **Base Benefits** administrative systems
- **Recruitment** (Talent Acquisition Management-TAM)

These modules will allow every staff member CUNY-wide (over 35,000 people) to log onto CUNY FIRST to view their own employee and benefit information. At a later phase of the implementation, we will also be able to interface with our payroll system as well as provide more self-service features. All employees will be trained to use the new CUNY FIRST system, initially in groups at specified training sites and also online. Training is scheduled for January and February of 2009 and will be ongoing.

Finance

Internal Control Program

Attached is a document titled The CUNY Internal Control Program--**A Plan for Success**. This document was designed to be a reference tool about the University's internal control program. It describes the internal control review self-assessment process and explains the role that we all play in ensuring that internal controls continue to function to protect the University's resources from waste, fraud and abuse.

Staffing Update

On January 5, 2009, Ms. Sharon Armstrong filled the position of Associate Bursar. CK Nair from Accounts Payable, in the Controller's Office has retired. Please contact Lee Chee with questions or issues relating to travel reimbursements.

Baruch College Tax-Levy Budget

(in \$000s)

As of February 2009

Revenues and Expenditures		FY 2005 Actual	FY 2006 Actual	FY 2007 Actual	FY 2008 Actual	FY 2009 Projected	Yr-to-Yr Change
CUNY Allocations	(1)	81,109.0	83,697.1	91,793.9	95,811.2	100,605.3	4,794.1
CUNY Base & Lump Sum Allocations (Excl'd.Compact)		80,558.1	81,056.1	82,265.7	89,327.8	89,143.2	(184.6)
CUNY Compact Base Allocation	(2)	-	-	1,942.7	4,227.0	4,136.4	(90.6)
Additional Allocations		550.9	2,641.0	7,585.5	2,256.4	1,919.5	(336.9)
Collective Bargaining Allocation for Current Year						5,406.2	5,406.2
Tuition Surplus/(Deficit) Against Target		359.0	1,833.2	3,622.4	2,425.8	3,050.2	624.4
Actual / Projected Tuition	(3)	75,605.0	80,065.0	83,219.4	83,423.8	85,483.2	2,059.4
CUNY Revenue Target		75,246.0	78,231.8	79,597.0	80,998.0	82,433.0	1,435.0
REVENUE TOTAL		81,468.0	85,530.4	95,416.3	98,237.1	103,655.5	5,418.5
Expenditures							
Full-Time Regular (excluding Graduate Center Lines)		64,708.2	66,775.8	72,465.7	76,176.1	78,577.1	2,401.0
Adjuncts		7,970.1	8,682.7	9,187.3	9,181.5	9,433.6	252.1
Temporary Services		3,490.1	3,309.5	3,500.7	3,910.2	3,820.2	(90.0)
Collective Bargaining Costs for Current Year	(4)					5,530.9	5,530.9
OTPS	(5)	6,383.6	6,835.5	7,670.4	8,735.3	6,982.0	(1,753.3)
EXPENDITURE TOTAL		82,552.0	85,603.5	92,823.9	98,003.1	104,343.8	6,340.7
Surplus / (Need)		(1,084.0)	(73.2)	2,592.5	234.0	(688.3)	
Beginning Revenue Reserve (CUTRA)		1,808.8	748.0	744.3	3,402.7	773.6	
One-Time Planned CUTRA Expenditures					2,862.7	-	
Ending Surplus/ (Deficit), or CUTRA Reserve		724.8	674.8	3,336.8	773.6	85.3	

(1) The FY09 Tax-Levy Allocation includes a 1.5% reduction in base allocations, specific reductions to lump sum budgets and no year-over-year growth in COMPACT budgets. As of January, the allocation also includes funding provided to the college to cover salary increases resulting from the recent collective bargaining settlement.

(2) CUNY Compact Tax-Levy Allocation excludes Philanthropy, Restructuring and Fringe Benefits.

(3) Projected Tuition for FY09 assumes that excess MBA tuition will increase \$910K and all other tuition will increase \$1.4M over FY08 actuals, however, \$250K will be held back from the College to cover a portion of estimated TAP disallowances for prior years.

(4) Because collective bargaining funding for a few skilled trades titles has yet to be identified, the FY09 collective bargaining costs exceed resources currently provided for collective bargaining by approximately \$124K.

(5) FY09 OTPS expenditures represent budget allocations to College divisions less \$308K of expenditures that CUNY will journal to Baruch's IFR Overhead and other accounts before year end.

The CUNY Internal Control Program

A plan for success



All University employees play an important part in maintaining strong internal controls

Office of Internal Audit and Management Services

A Message from Chancellor Matthew Goldstein

You and I share the privilege of serving a great institution. CUNY's diverse and ambitious student body, its talented and dedicated faculty and staff, and its high-quality academic offerings make it an exceptional university. We also share a responsibility to be cognizant of the policies and procedures that exist to ensure that the University can continue to meet its historic mission and reach even greater heights well into the future.

CUNY's Internal Control Program was established to assure that the University's policies, procedures, and safeguards strengthen the integrity of our operations, enhance the accuracy and reliability of our reporting, and improve our ability to comply with the laws, rules, and regulations by which we are governed.

A sound system of internal controls not only contributes to academic quality but also helps to build an institution that employees can be proud to call their work place. All of us can take pride in a university that is committed to policies and practices that promote fairness, quality, and high standards.

Maintaining CUNY's Internal Control Program requires cooperation and vigilance. I appreciate your ongoing efforts to make the program a success and your steadfast work to support this outstanding institution.

■ What are Internal Controls?

Internal Controls exist to benefit an organization. Defined, they are guidelines and procedures—a process, to be exact—put in place by an organization to

ensure that its goals and objectives can be met. Internal Controls are the steps an organization takes to make sure assets are safeguarded against waste, fraud, and abuse; records are accurate; and applicable laws and regulations are complied with. Internal controls also strengthen the management practices that govern administrative, fiscal, and programmatic activities.

■ What are examples of Internal Controls?

Some examples of internal controls are:

- Publication of University regulations such as the Manual of General Policy,
- Use of a user ID and password to access computer systems,
- Separation of the duties involving approval and payment of tuition refunds between two or more people,
- Review and approval of purchase orders by a supervisor before they are issued,
- Reconciliation of accounting records with monthly bank statements, and
- Periodic audits by an Internal Audit department to assess operations and ensure compliance with applicable rules and regulations.

■ What is the Internal Control Act?

The New York State Governmental Accountability and Internal Control Act of 1987 was enacted to improve government productivity and accountability. The Act required each state agency, including CUNY, to institute a formal internal control program.

■ What is the CUNY Internal Control Program?

The City University of New York's Internal Control Program is essentially a program designed to ensure that the internal controls that maintain the integrity of the University's operations are in place and are

functioning as they were intended to function. It is a program of review, evaluation, and implementation that follows the New York State Office of the Comptroller's "Standards for Internal Controls" and the New York State Division of the Budget's "4 Step" process for reviewing functions as the basis for its review program and related assessment forms. The program consists of four distinct segments:

STEP 1 Identify Functions

The primary goal of this step is to develop a campus-wide inventory of "assessable units," each of which will be the subject of a risk assessment;

STEP 2 Conduct Risk Assessments

A risk assessment is performed by management on each of the assessable units identified in Step 1;

STEP 3 Conduct Internal Control Reviews

Internal control reviews are detailed examinations of activities to determine whether adequate control measures exist, are implemented, and are effective;

STEP 4 Take Corrective Action

If after reviewing internal controls management concludes that weaknesses exist or that the effectiveness of controls can be improved, or even determines that certain controls are unnecessary, management should take corrective action to strengthen the system of internal controls.

■ What is my responsibility for Internal Controls?

While internal controls are primarily the responsibility of managers and supervisors, all University employees play an important part in maintaining strong internal controls. This ongoing responsibility includes your adhering to established policies and procedures and helping to strengthen controls

when weaknesses in controls are identified and improvements are called for.

Employees in the daily course of their work are often in the best position to see what is working and what is not. You may be aware of controls that are weak or even excessive. You are encouraged to suggest improvements to your supervisor, and your supervisor is encouraged to listen to your suggestions.

In addition, if in the course of performing your job duties you should become aware of wrongdoing engaged in by others around you, such as conflicts of interest, falsification of records and reports, and theft or misappropriation of funds or other assets, you should immediately notify the appropriate college official such as your college's Internal Control Officer, Director of Public Safety, Director of Environmental Health & Safety, or Mr. Gordon Taylor, the University's Internal Control Officer, at (646) 746-4290. These individuals will then follow the established University protocol for reporting and responding to such allegations.

■ How are the University's policies and standards communicated?

We all play an important role in helping the University serve its mission of maintaining and expanding academic excellence and equal access and opportunity for all students, faculty and staff.

Policies and standards inform employees of their responsibilities and also their rights. Compliance with the University's as well as the colleges' policies and standards helps to ensure that the University's goals and objectives are met.

A number of essential policy documents have been compiled in The City University of New York's Policy Documents website: <http://policy.cuny.edu>. This single website contains the most important policies of general applicability from across the University. The website is an official source of policy

guidance that continues to expand and improve. It's easily located, accessible to all faculty, staff, and students, and is searchable!

The University's policies and standards are also reflected through the following sources that are readily available for review online:

- Applicable Collective Bargaining Agreements,
- Rules and Regulations of the Civil Service Commission of the City University of New York,
- Affirmative Action Policies,
- Sexual Harassment Policies,
- The University Fiscal Handbook for the Control and Accountability of Student Activity Fees,
- Tuition and Fee Manual of the City University of New York,
- Rules and Regulations for the Maintenance of Public Order pursuant to Article 129-A of the Education Law, and
- Smoking Policy of the City University of New York.

In addition, the colleges have other written policies and standards published in the following:

- Undergraduate and Graduate Catalogues,
- Faculty Handbook,
- Student Handbook, and
- Governance Plan.

MORE INFORMATION

For more information regarding The City University of New York's Internal Control Program, please contact:

*The University Internal Control Office
The City University of New York
230 West 41st Street
New York, New York 10036
Phone: (646) 746-4290
Fax: (646) 746-4299*

November 2008

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT REPORT
Baruch College General Faculty Meeting March 12, 2009

Fundraising

The Baruch Means Business Campaign has raised over \$69.5 million to date in cash and pledges, and our cash collection stands at \$48,637,690. Despite the economic turmoil, the Campaign Executive Committee (CEC) along with the President and the College Advancement team continue to contact and meet with alumni, foundations, and corporations to discuss investment in the College's future. We remain on target for a spring 2009 public campaign kick-off event with a met fundraising goal of \$100 million and the CEC discussed the logistics of a launch at its recent meeting.

Our overall fundraising picture is a mixed bag, but the close of the calendar year has given us a better sense of trends and the ability to forecast the remaining months of fundraising. As of February 13th overall cash collected this fiscal year (beginning July 1) totaled \$7.24 million, down from \$13.4 million at the same point last year, a decline of \$6.16 million. However, this is not unexpected. Last year we were at the height of the board solicitation phase of the capital campaign when we received numerous key leadership gifts to the campaign that were extraordinary and that we did not anticipate repeating at this point in FY 09. This includes two generous trustee gifts made last year in the same period which alone totaled \$5.74 million. In addition, while we have received approximately \$2 million in December from the Starr Foundation in each year since FY 06, the collapse of AIG stock required a retrenchment in the foundation's grants and reduced that gift this year to \$500,000 (down from \$1.7 million in December 2007). Nonetheless, we were grateful that the Foundation continued to make funding for international programs at Baruch a priority even in a time of retrenchment in grant making.

Additionally, pledge collections have been strong with virtually all donors fulfilling their giving obligations on or near the schedules of their gift agreements. At this point in time we do not appear to be at risk of donors defaulting on previously booked pledge commitments.

While macro fundraising numbers are critical, we also need to drill down and look at where money is being raised. We track our fundraising in three key areas: unrestricted gifts, which can be used by the College for any purpose; restricted gifts that are earmarked by a donor for a specific use by the College; and endowed gifts where the principal of the gift is never touched and earnings are expended each year based on the BCF's policy of spending 5% of the 12 quarter rolling average of the fund.

Now more than ever, unrestricted fundraising is vital to the College. It provides the most flexibility in meeting critical needs and with 60 or more endowment funds underwater in FY 10 and, therefore, unavailable for spending, unrestricted dollars would be a key source of mitigating the lack of availability of some of those funds. Unrestricted dollars are raised principally from four sources: our 17 Lex Society members (donors of \$1,000 or more), our direct mail campaign, our telemarketing campaign, and our annual dinner. In addition, our Class Act campaign –

providing naming opportunities for classrooms and other facilities around campus – is also an important tool in raising unrestricted dollars for the College.

As of February 13th we had raised \$1.86 million in unrestricted funds toward a goal of \$2.8 million by June 30th. At the same point last year we had raised \$2.7 million in unrestricted gifts. Adjusting for the extraordinary unrestricted trustee gift to the campaign at this time last year, we are tracking only slightly behind in unrestricted giving (\$1.86 million in FY 09 vs. \$1.97 million in FY 08). When looking “under the hood” there are certain trends of concern (e.g. our telefund campaign is running behind last year and we have noticed annual fund donors renewing gifts at levels below last year), at this point it still appears we are positioned to meet our unrestricted fundraising goal of \$2.8 million for the year.

Alumni Relations

Continuing to build the College’s reunion program remains a major priority, the alumni office has continued to accelerate the calendar for planning and organizing. This year’s committees are off to a strong start and we anticipate a highly successful reunion October 17. The involvement of all trustees in reunion classes is important (this year 1949, 1959, 1969 and 1984), so please mark your calendar now and consider reaching out to your network of classmates to help make this year’s reunion a rousing success.

We are about to embark on a high season of regional alumni events in Florida in the Boca, Miami and Tampa areas. The alumni office has also established contacts in the Jacksonville, Daytona Beach and Stuart areas and anticipates the possibility of a larger network of events throughout Florida in the coming years.

While BCF budget cuts have necessitated a reduction in resources for the alumni office, we continue to explore the use of technology and other creative ventures to reduce costs while continuing to keep in touch with alumni of all ages. Our Baruch Young Alumni Network (BYAN) remains strong and active.

Strategic Partnerships

Despite the economic downturn, which has seen several of our corporate partners literally disappear (e.g. Merrill Lynch, Lehman Brothers), significant year-end losses in foundation endowments and ongoing cuts in governmental spending, Strategic Partnerships has nevertheless maintained its efforts to preserve and initiate important corporate, foundation and government and community relationships. As a result, we have been the beneficiary of new corporate and foundation support, including:

- advance funding of \$165K for next year’s Baruch College Merrill Lynch Entrepreneurship Competition;
- a major new gift (\$250K) from Interpublic Group--the first major corporate gift to the Marketing Department;
- the first-ever corporate gift to the Math Department, from National Grid, for the development of online tutorials to help students master course content;
- support for the Writing Center (\$75K) from the Joseph Drown Foundation.

Report of the School of Public Affairs to Baruch College General Faculty March 12, 2009

ENROLLMENT

The School of Public Affairs (SPA) welcomes 127 new graduate students this spring semester, representing a -18.6% decrease in new graduate students from last spring's entering class. Correcting for the fact that we did not admit a large spring 2009 MSED Educational Administration SAM cohort as we did Spring 2008 (11 versus 50 students, respectively), and for a greatly reduced UWNYS Senior Fellow Cohort (9 versus 21 students) - SPA's spring 2009 entering class represents a +25.9% increase in new graduate students, continuing a three year trend of above 20% increases. SPA's new graduate students include 82 enrolled as traditional MPA students (representing a +32.3% increase in new MPA students from last spring), 9 in a new cohort of United Way Senior Fellows, 25 are enrolled in the Higher Education Administration program (a +25% increase from spring 2008), and 11 new SAM students.

Total SPA graduate enrollment for spring 2009 is 780 students, or +5.5% spring 2008 enrollment. Ethnicity data for 756/780 SPA graduate students reporting ethnicity is as follows: 42.2% White (+0.5%); 22.9% Black (+1.4%); 14.6% Hispanic/Latino (+0.6%); 7.7% Asian/Pacific Islander (+1.3%); 0.13% American Indian or Native Alaskan, 4.2% Other, and 8.3% (-2 %) choose not to respond. SPA's graduate student population is comprised of 70.5% women and 29.5% men, (-/+ 1.9%, respectively). Percentages in () represent changes from Spring 2008 enrollment.

The School of Public Affairs enrolled 77 undergraduate majors this spring (+26.2%). The BS Real Estate and Metropolitan Development Program enrolled 9 (-65.4% spring 2008 majors) students, and the BS Public Affairs program enrolled 68 (+94.3% spring 2008 majors) students. To date, SPA has identified 71 undergraduates pursuing the BSPA curriculum who are in the process of declaring an official major; this is up from 25 students so identified last year at this time, or a +184% increase. These students are not reflected in the demographic data reported here, but reflect successful outreach and growing interest in the BSPA major. These students are included in total SPA enrollment reported below. Ethnicity data for the 72/77 SPA undergraduate students reporting ethnicity is as follows: 25% White (non-Hispanic) (-1.7%); 19.4% Black (-2.3%); 20.8% Hispanic/Latino (+9.1%); 15.3% Asian/Pacific Islander (-3%); 6.9% Other, and 12.5% choose not to respond (-2.5%). SPA's undergraduate student population is comprised of 57% women and 43% men (+/- 8%, respectively).

Total SPA spring 2009 enrollment equals 928 students, or c. +17.2% increase from spring 2008.

ACADEMIC PROGRAMS

SPA Celebrates Public Affairs Week

The School of Public Affairs continues its annual tradition of holding Public Affairs Week March 2-5. During the week, students enrolled in the school's graduate programs do not attend their regular classes. Rather, each night they gather *en masse* to hear invited speakers declaiming on pressing issues of the time, after which they participate in question and answer sessions. We thank Associate Dean Engel and Professor Firstenberg for their dedication in

organizing another successful week. Speakers coming from all over the Northeast Corridor will address the following topics: **Presidential Transition in Times of Crisis; The Mortgage Foreclosure Crisis: Policy Issues; The Credit Meltdown: Why it Happened and Where Do We Go From Here?; NGOs and Non-Profits: Emerging Roles.**

Nonprofit Management “Summer-in-New York”

Baruch College’s School of Public Affairs (SPA) now offers a 6-credit certificate in management of nonprofit organizations which can be completed in one intensive summer. Students from around the world participate in the program in cohorts of 20-25 students, who progress through the program’s courses while they gain professional experience in individually tailored internships in nonprofit organizations in New York City. Included in the experience are opportunities to meet with executives of local nonprofit organizations, as well as chances to explore New York City’s many cultural attractions.

Tier III “Green” Minor

In conjunction with several departments in the Weissman School, SPA has developed several new courses in environmental and urban policy to create a new minor in global sustainability. Several members of the SPA faculty worked on the courses, including John Goering, Hilary Botein and Nicole Marwell. The minor and its constituent courses have passed through the appropriate faculty committees and votes, and should go active during the 2009-10 academic year.

EXECUTIVE PROGRAMS

The School of Public Affairs (SPA) won a \$350,000 contract with the New York Health and Hospitals Corporation to conduct a program of “culture change” at the Division of Behavioral Health at Kings County Hospital Center. The division, which was featured in the local news last summer after the death of a patient, has expanded by 50 percent in the past year and is in the process of moving to a new \$140 million facility. The SPA team working on the project has conducted 25 “key informant” interviews at the facility, has contracted with a focus group firm to run focus groups, and is working closely with SPA faculty member Mickey Blum and Baruch College Survey Research to survey the entire staff of the unit about working conditions and institutional culture. Fred Lane, an emeritus SPA professor, will be heading up the “culture change” phase of the project and has already been on site to familiarize himself with the players. The project is challenging and important, and places SPA in the middle of one of the most critical pieces of the New York City healthcare system.

EVENTS AT SPA

BROAD RANGE OF PROGRAMS MARK THE 2008 POLITICAL YEAR

A parade of events – coordinated in sequence with different phases of the political year – brought students, friends, faculty and staff of the School of Public Affairs (SPA) together from time to time as the 2008 campaign unfolded. On January 20, these events culminated in an Open House viewing of the Inauguration Ceremony. The event was open to students, other members of the Baruch community, and members of local neighborhood organizations. Following the

Swearing-In and the Inaugural Address, School of Public Affairs Dean David Birdsell and Professor Doug Muzzio, led a discussion that examined the rhetorical features of President Obama's speech. Earlier in the year Birdsell, along with Muzzio and Eric Gander, of the Weissman School, hosted similar events during the three presidential debates and one vice-presidential debate. In other election-related programming, SPA's Center for Innovation and Leadership in Government (CILG) sponsored a series of public policy forums, beginning in fall 2007 with an examination of primary election polling and continuing with discussions on political mud-slinging, campaign strategies, and finally a post-election look at what we actually learned about Americans from the voting results. These forums brought to the campus many prominent speakers, including strategists Alex Castellanos, Hank Sheinkopf, Kellyanne Conway, Harold Ickes, and Ed Rollins; reporters Errol Louis and Jonathan Capehart; and professors Rodolfo De La Garza and Montague Kern, along with Sonia Jarvis and Micheline Blum from Baruch's School of Public Affairs. The Peter F. Vallone, Sr. lecture for fall 2008 featured a discussion of the extension of term limits for NYC elected officials.

An additional Peter F. Vallone, Sr. lecture is scheduled for April 24 and is expected to deal with the subject of NYC Charter reform. The spring 2009 term has already included a discussion of the upcoming mayoral election and other issues on the minds of New Yorkers, which CILG co-sponsored with the NY Chapter of the American Association for Public Opinion Research.

Center and Chaired Events

On Wednesday March 11th, 2008, Chairman Reynolds of the U.S. Commission on Civil Rights will be the keynote speaker of the Ackerman Lecture Series on Equality and Justice in America. This event is supported by a generous gift from Rosalyn and Irwin Engelman in honor of Mrs. Engelman's parents. The topic for this lecture will be "Civil Rights in the 21st Century".

The Center for Nonprofit Strategy and Management (CNSM) has had a very exciting and proactive start to the semester. They will have three public seminars this spring:

The first was held on Tuesday, February 17 on "The 2010 Census: It's Coming Soon, and It's in Your Hands" with Rosemarie Fogarty, Information Services Specialist, US Census Bureau, and School of Public Affairs Associate Professor Diane Gibson, Executive Director of the New York Census Research Data Center. More than 140 people attended and heard discussions of the issues in conducting the 2010 Census and how nonprofit organizations can utilize Census data and information to analyze and support the needs and services in their communities.

On April 20, there will be a seminar on Information Technology for Nonprofits, which we are planning with United Way, IBM, and others. It will include the presentation of findings from a survey of nonprofit organizations by Dean David Birdsell and Zicklin Professor Bill Ferns.

On May 4, CNSM is planning a seminar on Managing Cultural Institutions in New York.

In addition, CNSM will hold its annual Consulting Day on Thursday, March 19. Consulting Day affords people from nonprofit organizations the opportunity for one-on-one consultations with experienced professionals in a wide range of nonprofit management fields. Many Baruch

professors participate, along with private consultants who are providing their time pro bono. There will also be larger workshops on financial management of nonprofits in the current economic climate and on online fundraising.

AWARDS AND ACHIEVEMENTS

American Humanics (AH), a national alliance of universities and nonprofit organizations, presented its 2008 Excellence in Student Recruitment award to Baruch College in recognition of the College's innovative recruiting methods. Baruch AH student leader Caitlin Hannon received the award at the American Humanics Management/Leadership Institute (AHMI) earlier this month on behalf of AH Campus Executive/Director Professor Stan Altman, School of Public Affairs. We congratulate Professor Altman and all students involved for this great award and achievement.

During the 2007-2008 academic year, membership in Baruch College's AH program increased by 130%. The program was recognized for its innovative use of online communities and social networking tools to keep students connected. The AH program launched a student association newsletter, and used promotional outlets like posters and t-shirts, and campus events to attract interested students.

Report of the Zicklin School of Business to Baruch College General Faculty-March, 2009

The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS and MBA degrees. In addition, the Zicklin School trains students enrolled in PhD programs through the CUNY Graduate Center.

Academic Programs

The Zicklin Undergraduate Program has accepted more than 2,300 new students into business majors since the completion of the summer sessions. Our Zicklin orientation programs continue to be well attended. Most recently, two very successful orientation programs were held on Thursday, January 22, 2009 and February 17, 2009. These programs provide an opportunity for students to meet with Dean John Elliott and Associate Dean Phyllis Zadra. In addition, the program includes presentations by Dr. Patricia Imbimbo or Ms. Barbara Lambert of the Starr Career Development Center and Dr. Ronald Aaron or Dr. Corlisse Thomas from the Office of Student Development. Students then meet with advisors from their respective academic departments and with their student colleagues to learn about their intended majors and the Zicklin School. Ms. Suzanne Epstein, the Deputy Director of the Schwartz Communication Institute visited with each group of majors to explain how the Schwartz Institute can assist both students and faculty.

There are several upcoming curricular changes to the Zicklin undergraduate programs that will take effect in the fall 2009 semester. Information will be provided to students prior to registration for fall 2009. Details about these changes can be found on the departmental websites. They include revisions to the undergraduate accountancy program and the undergraduate entrepreneurship program, as well as the debut of the undergraduate International Business program.

The Undergraduate Curriculum Committee, working closely with the Weissman School, has developed new business minors for non-business majors. These offerings will be available in fall 2009 to Weissman and SPA students who have a minimum of 45 credits and have completed Business 1000 or 1001. The Zicklin School looks forward to having non business majors actively participating in Zicklin programs.

Undergraduate assessment activities continue apace. Data from the technological skills pilot assessment in spring 2008 clearly indicated a need for increased expertise in the use of spreadsheets by our students. The BBA Assurance of Learning Committee has embraced that information and will be making recommendations to the Undergraduate Curriculum Committee as well as to the Zicklin faculty. The completion of a pilot assessment of our Global Awareness learning goal is anticipated this spring. In addition, four Zicklin departments will assess student proficiency in their majors. Finally, oral communication skills will be assessed in our capstone course Business Policy. This oral communication assessment begins a second round of assessments of our BBA learning goals. The first (benchmark) oral communication assessment was completed in spring 2006.

The nine faculty who participated in the 2007 Summer Seminar continue to work with their fellow faculty members to institute curricular changes in all course sections. The nine faculty who participated in the 2008 undergraduate Summer Seminar continue to work on revisions of their course materials. Faculty leaders of Law 3102 and Statistics 2000, Sandra Mullings and Hammou Elbarmi, are working closely with full-time and adjunct faculty to revise the syllabi for

both those courses. Additional updates about the impact of the summer seminars will be described in future reports.

Graduate Programs

After enrolling a record class in Fall 2008, Zicklin Graduate Admissions continued to expand its recruiting efforts by canvassing Northern Asia for the first time, including mainland China, Taiwan, South Korea, and Japan. The Admissions Team continued its recruiting efforts in India, attending MBA related events in Mumbai, New Delhi, Bangalore, and Hyderabad for the third straight year, as well as regional destinations like Boston, Washington DC, and the New York metropolitan area.

Zicklin's monthly MBA & MS Information Sessions have attracted record crowds this year with standing room only at all six events held so far. This event is held monthly from September through May. It is fully supported by staff from all Zicklin Graduate offices, including Graduate Student Life, Graduate Student Services, and Graduate Academic Services. Faculty representatives from all Zicklin departments are also present to advise prospects. The immediate effects of the Admissions Team's efforts were realized in Spring 2009 as Zicklin enjoyed an 8% increase in total applications over Spring 2008. Total student enrollment has increased 4%.

Baruch again hosted the CUNY Graduate School Fair in November. This event gives prospective graduate students access to representatives from all of CUNY's graduate offerings. This year the event welcomed over 1000 prospective students.

The Graduate Career Management Center (GCMC) got off to a great start this academic year, having increased interaction with students during this summer's orientation programs. Career Advisement remains in demand. From August to December 2008 over 530 walk-in advising appointments were conducted and over 800 general advising appointments which included resume reviews and mock interviews.

GCMC also continues to broaden and deepen their employer relationships. Before the year started the team visited companies to introduce them to Baruch or review their recruiting efforts. In 2008, companies visited include: UBS, Synovate, KPMG, PwC, E&Y, Deloitte, Grant Thornton, WTAS, Weiser, UHY, Eisner, Pfizer, BDO Seidman, ERE. These companies are looking forward to expanding their presence on campus this year. This fall, 19 firms participated in on-campus recruiting which was up from 16 firms last year. Firms participating include: Anchin, Block & Anchin, BDO Seidman, Berdon, Deloitte, Eisner, ERE, Ernst & Young, Friedman LLP, Grant Thornton, Holtz Rubenstein Reminick, J.H. Cohn, KPMG, PricewaterhouseCoopers, PwC, RSM McGladrey, UHY, Unilever, Weiser, WTAS.

The Center, along with the Executives On Campus program launched the 6th year of the Executive Student Partnership program. This fall, over 122 Zicklin graduate students from the class of 2010 were paired with executive mentors who assist the students in their efforts to define their career goals, develop their marketing strategies, and engage in their search for summer internship positions. Student participation has increased 52% from last year. Also, in a change from previous years, the program included first-year graduate students. The executives and students are excited by the opportunity to forge these relationships earlier in students' academic program.

The spring 2009 semester kicked off with Career Day on January 30th. Over 270 students networked with 19 employers, 16 alumni and 6 representatives from 3 professional associations. Companies represented included, Associated Press, AXA Advisers LLC, Barclays, Colgate

Palmolive, David Landau & Associates, Deloitte, Ernst & Young, Gotham, Grant Thornton, IRS, KPMG, Major League Baseball, Metlife, Microsoft, NYC Small Business Services and PriceWaterhouseCoopers. Additionally the GCMC Career Advisement team offered resume reviews targeting the new flex-time students who just arrived on campus.

Spring On Campus Recruiting is underway. JPMorgan Chase selected 5 of the 13 students they interviewed to move on to second round interviews for their Summer Finance Associate Leadership Program. Interviews took place in February. Other firms recruiting include: WTAS, PwC, KPMG, Deloitte and Ernst & Young.

Business Communications was rolled out to students in both the Full-time Honors and Accelerated Part-time MBA Programs this past Fall. The students are currently enrolled in the second half of the communications requirement this Spring. A rollout to the Flex-time MBA Program is being prepared for Fall 2009.

Executive Programs

The Executive MS in Financial Statement Analysis Program will graduate its first class this May after the cohort travels to Warsaw and Amsterdam as part of their International Study Trip.

To-date, International Executive Programs (IEP) has Executive MS programs running in Singapore, Taiwan, France and Israel with potential start-up of a second Finance cohort in Shanghai, China. Singapore's numbers have been growing steadily over the past six months due to IEP's active involvement in recruiting activities. Currently, IEP is making progress towards implementing the Joint MBA program with COLMAN, in Israel.

An IEP delegation consisting of Dean John Elliott, Prof. Avner Wolf and Dr. James Culver from TPGIE, the local representative, attended a graduation ceremony on January 11, 2009. One hundred and thirty four students received graduate degrees in Finance, Marketing, Management Information Systems and Human Resources in Taipei. Also, for the first time, a Beta Gamma Sigma induction ceremony took place. Forty-three new members were inducted into the Beta Gamma Sigma society.

Stan Ross Department of Accountancy

Professor Doug Carmichael organized the Third Annual Auditing Conference, which was co-sponsored by the NASBA Center for the Public Trust and Baruch College. It was held in NVC on December 4, 2008 with the keynote speaker Congressman K. Michael Conaway (R-TX). In addition, representatives from the PCAOB, SEC, AICPA, and the Big 4 accounting firms were among the presenters.

A survey conducted by Public Accounting Report ranked the Baruch College undergraduate accounting program as number 20 and the graduate accounting program as number 22 among the schools in the U.S.

The Bert W. Wasserman Department of Economics and Finance hosted three more week-long trainings for managers from the China Construction Bank in September, October and November 2008. The Department is currently finalizing plans for the second Triple Crown Conference for finance faculty from Baruch, Fordham and Rutgers to be held in May 2009 at Fordham.

Professor Marya Cotton of the Department of Law was certified as a "LEED Accredited Professional" by the US Green Buildings Council, which qualifies her to advise on projects for

LEED certification. Professor Seth Lipner's article entitled "The Tort of Giving Negligent Investment Advice" was published in the University of Memphis Law Review. The Berkeley Business Law Journal will publish an article in the Spring 2009 issue by Professor David Rosenberg entitled "Supplying the Adverb: Corporate Risk-Taking, the Financial Crisis of 2008 and the Business Judgement Rule".

Zicklin Academic Centers

The Lawrence N. Field Center for Entrepreneurship has been actively engaged in three collaborative research programs. They are partners with Babson College in the Global Entrepreneurship Monitor (GEM) and have completed analysis of data from 2006-2007. The GEM research findings and continuing results from their National Minority Business Owners Surveys projects were shared at a conference at Baruch in November, 2008. In Spring, 2009, another conference will feature ongoing work on later life entrepreneurs. Working with the Department of Management, the Center is finalizing the new MS in Entrepreneurship which passed all approvals in the Zicklin School last fall. The Merrill Lynch Entrepreneurship Competition is in its 9th year and is progressing well, with teams from other Colleges competing for the first time.

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 250 events in the fall 2008 semester. Events included 201 class sessions for for-credit courses in a range of disciplines, 38 non-credit workshops on Reuters and Bloomberg, 10 corporate and executive education events and over a dozen special events including trading simulations, guest speakers and coverage of Federal Open Market Committee testimony. The Subotnick Center played host to coverage of the presidential and vice-presidential debates sponsored by the School of Public Affairs.

The Trading Floor hosted the 6th annual Equity Markets Microstructure Seminar from November 12 through November 14, 2008. Over 45 faculty, administrators and Deans from Colleges, Universities and corporations participated in lecture sessions, hands on trading simulations and presentations on teaching market microstructure and using academic trading floors in business and information systems curricula. The web page with conference agenda is: <http://www.baruch.cuny.edu/conference/microstructureseminar>.

The Weissman Center for International Business continued to offer student services during evening hours by keeping its offices open until 8pm on Wednesdays in order to better service students who work during the day and attend classes in the evening. The Center is developing an interactive portal that will integrate significant aspects of student-related study abroad administration to enable student services to be provided more effectively and efficiently.

In the fall semester 2008, the WCIB hosted its first work abroad fair. The Center also presented two Mitsui USA Lunch-Time Forums. Jeffrey Sprecher, Founder of the Intercontinental Exchange (ICE), presented on the topic "What's Ahead for Futures: Commodities Trading, Global Markets and Technology." Todd E. Petzel, Chief Investment Officer of Offit Capital Advisors, provided a perspective on the turmoil in global financial markets. In the fall 2008, the WCIB sponsored five faculty seminars in the WCIB International Business Faculty Research Seminar series.

The first web-based edition of the International Business in New York City Directory was launched in the fall of 2008 and is available at www.nyc.gov/ibd. The Directory, which is a joint

project of the Weissman Center and the Mayor's Office, includes information about 2,800 foreign-owned businesses operating in New York.

The Robert Zicklin Center for Corporate Integrity (ZCCI) sponsored four events in the fall semester of 2008. On October 14th, the center sponsored *Securitization: What Happened and Where are We Going?* This evening conference featured guest speaker Phoebe Moreo a partner at Deloitte. The conference addressed some current issues about the ongoing financial crisis and talked about what can be expected going forward.

On October 16th, ZCCI co-sponsored *The Entrepreneurs Networking Forum* along with the Lawrence N. Field Center for Entrepreneurship. This event featured New York Times best selling author David Bach who had recently released his book *Go Green, Live Rich*.

On November 7th, ZCCI co-sponsored *Putting \$\$\$ on Green* with New York Society of Securities Analysts, NIRI, Net Impact and Arthur W. Page Society. What is sustainability? How is it measured? What impact does it have on the value proposition of the firm? Putting \$\$\$ on Green helped answer these questions and separated the buzz from the substance. The program provided practical metrics and application tools to support Governance, Social, Financial and Environmental sustainability concerns.

**WEISSMAN SCHOOL OF ARTS AND SCIENCES,
GENERAL FACULTY REPORT
(Spring 2009)**

Under the leadership of incoming Dean Jeffrey Peck, the Weissman School of Arts and Sciences has carried forward its ongoing projects and initiated a variety of new ones over the past six months. In the former category, one might mention the assessment of academic programs, an effort that has assumed even greater importance than usual in the period leading up to the college's ten-year review by the Middle States Commission on Higher Education, and the Freshman Learning Communities, which reached a notable milestone last fall by offering forty communities to over half of the incoming freshman class. At a time of exceptional financial uncertainty in New York and around the globe, the faculty and staff of the Weissman School can take satisfaction in our ability to sustain these and other established priorities, along with our willingness to launch new projects in such areas as curriculum and intellectual life; recruitment of new faculty; gifts, grants, and scholarships; and the promotion of cultural activities.

Curriculum and Intellectual Life

At Dean Peck's suggestion, the faculty of the Weissman School of Arts and Sciences have initiated work on the topic of Global Studies, which has received much attention in institutions of higher learning across the country and is obviously relevant to our own international and multicultural student body. An organizational meeting, attended by some fifty faculty members representing every department in the school, established that there is strong interest in exploring ideas for curriculum and faculty development. Committees have been formed to develop curriculum offerings related to the study of global issues and to organize a series of faculty seminars that draw on expertise both inside and outside of the Weissman School. The first of these groups is planning a Tier III minor in Global Studies; the second is refining our definition of the concept with the help of invited speakers, beginning with David Damrosch, Professor of English and Comparative Literature at Columbia University. Professor Damrosch presented his work on world literature to a meeting of the group in early February; he will be followed by two more distinguished guests later in the semester.

Other curriculum initiatives underway include a proposal for a new masters program in Mental Health Counseling, which will raise to four the number of graduate programs in the Weissman School; a proposal for a new major in Biology, which has also passed through the local curriculum process and is currently being circulated university-wide; a new interdisciplinary Tier III minor in Environmental Sustainability, which forms part of the college's sustainability initiative; and committee work in the area of Film Studies, which will lead to the development of a Tier III minor proposal in that field.

Along with these enrichments of the mainstream curriculum, Dean Peck has authorized the creation of a summer program for foreign students entitled *Summer @ Weissman*. Offered in collaboration with the School for Continuing and Professional Studies, this

program will give students from abroad the opportunity to study with Baruch students both inside and outside of the classroom. The course of study is organized around two seminars taught by Weissman faculty and derived from classes usually offered to students in the Macaulay Honors College. *The Arts in New York City* will introduce students to the extraordinary variety of theatre, music, art, and architecture in the New York area, whereas *The Peopling of New York City* will focus on the topic of immigration and the development of neighborhoods such as Chinatown, Little Italy, and the Lower East Side. Besides the two seminars, students will choose from non-credit classes in *American Pop Culture*, *American Business and Politics in the Era of Globalization*, and *Navigating New York*.

Another new project is a series of public conversations entitled *Weissman Talks*, which was inaugurated by Dean Peck. This series features intellectual and cultural luminaries like the actress Tovah Feldshuh, who joined Dean Peck for an exchange on the subject of the Holocaust in Poland. Two well-attended panels followed which brought Weissman faculty together from a variety of disciplines to discuss related topics.

Finally, the Weissman School is proud to have unveiled its newly redesigned website, which is now better than ever able to provide information about all of our many offerings to faculty, students, and the entire community. Supervised by Ms. Barbara Wells of the Weissman Dean's Office, the redesign was a substantial and long-overdue undertaking. We are delighted to have a website commensurate with the caliber of our school.

Recruitment of New Faculty and Support for Scholarship

As a result of the dire news from the financial world, the prodigious hiring of recent years has come at least temporarily to an end. We are, however, fortunate to be conducting searches in the English Department and in the Communications Studies Department on a line from the Macaulay Honors College and an adjunct conversion line respectively. The Mathematics Department has also been conducting a search for an addition to its prestigious Financial Engineering program. In addition, the Weissman School has been able to sustain its record of support for scholarship by offering research reassigned time to thirty-eight faculty members, travel funds totaling approximately \$100,000 to eighty-eight faculty members, a Scholar Incentive Award to one faculty member, and leaves of absence to five more.

Gifts, Grants, and Scholarships

The Weissman School's new Department of Journalism and the Writing Professions is the recipient of a million-dollar donation from the Harnisch Foundation. The money will be used for two new projects: a state-of-the-art multimedia newsroom/classroom (to be known as "Studio H") on the seventh floor of the Newman Vertical Campus and a consortium that will collaborate with leading journalism and educational institutions to advance the teaching and practice of the journalism profession as it navigates a period of extraordinarily rapid transition. This generous gift from philanthropists Ruth Ann and

William Harnisch ('68) follows their earlier gift of four annual scholarships for Honors and journalism students.

The English Department is the recipient of two newly endowed scholarships. The first, created by Melvin Lubin ('48) to honor the memory of his late wife Sarah Guttelman Lubin, commemorates Mrs. Lubin's love of nineteenth-century English and American literature and will be awarded each spring to an outstanding undergraduate studying the literature of that period. The second, created by Donald J. Loft ('74), will be awarded annually to a student who demonstrates excellence in the study of English and promotes Mr. Loft's belief that study of the language develops analytic thinking.

The Mathematics Department has received an award from the National Grid Foundation for support in the development of online tutorials using tablet PC technology and software to help improve the pass rates of students in one of the critical "must pass to progress" math courses.

Individual Weissman faculty members have been awarded a number of major grants from prestigious organizations. Professor Tansen Sen of the History Department is part of a team of scholars who have received a grant from the Ford Foundation for a four-year project entitled "Cross-Cultural Exchanges Along the Unknown (Southern) Silk Road," and Professor Alfonso Quiroz of the same department has received a Simon Guggenheim Memorial Foundation Fellowship for comparative work on the constitutions of Latin American countries. Professor Jason Munshi-South of the Department of Natural Sciences received a grant from the National Science Foundation for his work on the environment, and Professors Charles Scherbaum and Kristin Sommer of the Psychology Department have also received a grant from the National Science Foundation for their work on the research experience of undergraduates. In addition to these major grants, sixty-nine Weissman faculty members have received PSC-CUNY awards.

Promotion of Cultural Activities

In collaboration with the Weissman School, the Baruch Performing Arts Center continues to offer a superb range of performing arts events for the benefit of the college and the community and has recently increased its available performance spaces through the acquisition of Mason Hall. For the fall theater production, The Director's Company presented *Irena's Vow*, featuring veteran stage and screen actress Tovah Feldshuh. One of BPAC's biggest hits to date, the play will open on Broadway at the Walter Kerr Theater in March 2009. Last fall's student production was *The Texas Two Step: Men and Women*, a presentation of two one-act plays by James McClure: "Landry and Bourbon" and "Lonestar." The Aaron Silberman Concert Series offered several concerts of chamber music, including two performances by the Alexander String Quartet in a new series devoted to the chamber music of Brahms. The Milt Hinton Jazz Perspectives Concert Series hosted performances by guitarist Rez Abbasi, vocalist Roberta Gambarini, and a lecture by noted jazz journalist Dan Ouellette. The Sydney Harmon Writer-in-Residence this past spring was the novelist Francine Prose, who gave a reading from her work on October 21st. Through these and other events, BPAC and the Weissman School have

again demonstrated that we have earned a place on the map of New York City's many and varied cultural offerings.

General Faculty Committee on Collegiate Activities

Spring 2009 Report

Athletics -

Baruch captured the CUNY Commissioner's Cup for two consecutive year's but missed the mark by coming in 2nd in the 2007-08 season. The goal for 2008-09 is to recapture the Cup. We are off to a good start and five of the six teams in the fall and winter were able to garner points toward the Commissioner's Cup - three teams finished in second (Women's Tennis, Men's & Women's Swim) and two teams finished in 3rd place. (Women's Volleyball and Men's Soccer). Like last year, the deciding outcome of the Commissioner's Cup may come down to the last weekend of the academic year.

Both the Men's and Women's basketball teams had undefeated conference records this year, and, this is the very first time in CUNYAC history that this feat has been accomplished. Baruch will go down as the first team to enter the CUNY Championship undefeated and both seeded #1 in the tournament.

Men's volleyball, Men's Tennis and Women's Softball have a good chance of winning their conference championships. Hunter College, as they have for the past 4 years will be our main competitor.

For Fall 2008, 53 student-athletes (out of 185) were recognized as CUNY Scholar-Athletes with GPA's above 3.2. Nearly 35% of our population of athletes are excellent students that juggle school work, athletics, work, and home responsibilities. In addition, the overall GPA of all the student-athletes also increased as well to 2.897.

Support from college administrators, faculty and staff, as well as the dedication of our student-athletes have taken our athletic program to a higher level. The Battle of Lexington, competing against nationally ranked teams (and winning some of them), and being invited to prestigious tournaments out of state are a testament to the increased competitiveness and quality of student-athletes now here at Baruch. Building community spirit and adding to the student life at the college has certainly been enhanced by athletics at Baruch.

Report from the Committee on Ceremonial Occasions Spring 2009

Baruch College's Forty-fourth Commencement Exercises will occur on Wednesday, May 27, 2009. Once again, this year we have requested the Madison Square Garden Arena to hold one combined commencement ceremony for both undergraduates and graduates at 11:00 a.m. Our use of the Arena depends upon whether the New York Knicks or the New York Rangers are in their respective playoffs, New York Liberty Women's Basketball team is scheduled to play or whether there will be a major concert event. If that is indeed the case, there will be two commencement ceremonies in the Madison Square Garden Theater, with undergraduates and graduates at both ceremonies, allowing us to maximize the total seating of the theater and make as many tickets available to the guests of our students. In the latter scenario, the morning ceremony will begin at 11:00 a.m. and the afternoon ceremony will begin at 3:30 pm.

Dr. Sidney Harman, of the Class of '39 and founder and former chairman of Harman International Industries will be the commencement speaker and an honorary degree recipient.

Mr. Milton Cooper of the Class of '49 and Chairman of the Board and Chief Executive Officer of Kimco Realty Corp. will also receive an honorary degree.

REPORT FROM THE COMMITTEE ON EDUCATIONAL TECHNOLOGY SPRING 2009

The mission of the Committee on Educational Technology is to develop and recommend policy in the area of educational technology. The committee consists of six faculty members and the Director of the Baruch Computing and Technology Center or designee, and the Chief Librarian or designee. For 2008-09, the members of the committee are Arthur Downing (BCTC), Kyra D. Gaunt (Sociology & Anthropology), Susan Ji (Economics & Finance), Kannan Mohan (CIS - committee chair), Barry Rosen (Marketing), Michael Waldman (Library).

During 2006-07 the committee conducted a focus group study to better understand the technology needs of Baruch faculty members. The report based on this study was shared with the BCTC. The key issues raised by the focus group were the need to better support fundamental technology around the college and that communication needs to be improved between the BCTC and the faculty. The committee met twice during the Fall 2008 semester and once in the Spring 2009 semester. At the second Fall meeting, BCTC Director Arthur Downing reviewed technology initiatives that were implemented in response to the report. The committee then went on to explore communications options. At the Spring 2009 meeting the committee proposed to BCTC Director Downing the following ideas:

1. A new ***weekly/biweekly technology newsletter*** from BCTC: The newsletter should update faculty members on new technologies, available support services and tips on using specific technologies. Links in the newsletter would lead to a central web page that would have an archive of all newsletters, provide animated tutorials, and facilitate interaction among faculty members. This could include a ***column called: "Ask a geek"*** which might publish common or interesting questions that come in from faculty members.
2. A ***directory of assistance*** which identifies exactly whom faculty should contact to get specific issues resolved.
3. There should be a ***blog*** similar to the new teaching blog as a channel of communication between BCTC and rest of the Baruch community
4. Each department should identify a representative who can share department-specific technology needs with the committee and the BCTC.

The committee believes that these initiatives can and should be implemented in the near term and the committee intends to work actively with BCTC Director Downing to do so.

**MEETING OF THE BARUCH COLLEGE
LIBRARY COMMITTEE
FEBRUARY 19, 2009**

The meeting of the Baruch College Library Committee was called to order at 12:45 pm by Professor Ruth Adler, Chair. In attendance: Professors Adler, Ellis, Finke, Lang and Peng. Also present: Arthur Downing, Director of Newman Library, and Michael Waldman, Head of Collection Management.

Library Director Arthur Downing addressed the Committee and brought members up to date on activities in the Newman Library. The good news is that, despite the budget crisis in CUNY and a slight cut in the library's funding, the library is in good shape. Last year President Waldron was generous, and the base budget was significant. Our acquisition budget was increased by 40 percent. The President also approved releasing CUTRA funding, where we keep the difference, and the account had a substantial balance. Thus we were able to purchase electronic versions of back volumes of journals, in addition to making a one-time spending on books. Hence, we entered 2008 fiscal year in a good position.

In light of the new budget cuts, the Library was asked to reduce the budget by approximately \$35,000. However, to offset this the student technology fee was increased over the summer, and 10 percent of the increase will go for purchases of electronic acquisitions. The real cuts will occur in next year's budget, and the library may need to cut seven journals from Sage after June 30, 2009.

Quite a number of the Reference librarians are adjuncts. There are two open full-time faculty lines which the Library can recruit for. However, the positions are not funded for this fiscal year.

The Library needs faculty input to demonstrate what the need is for each department. Library liaisons were asked to do a collection analysis to determine what areas need to be filled. Likewise, faculty members need to identify "benchmark" schools which have similar collections so that the Newman Library can procure needed materials.

Michael Waldman spoke about the purchase of books and journals for the collection. The Library does buy from distributors so as to be able to enjoy a discount on the purchase price of materials. Regarding textbooks in reserve for student use, new editions have to be submitted so students may study the appropriate assignments from professors' courses. Electronic material is available for student use, except for some business bases.

The meeting was adjourned at 1:15 pm.

Respectfully submitted,

Dr. Wayne H. Finke

