

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.