

Office of the Provost General Faculty Report Spring 2008

Writing Center

In Fall 2007 faculty members from Weissman, Zicklin, and SPA requested 88 class visits from Writing Center consultants. During class visits, students learn about our multiple services, discuss their course's specific writing assignments, and identify points in their writing process when it would be helpful to meet with a consultant. These visits were very successful: Students from 106 courses signed up for 1,481 appointments, requested 154 eTutor consultations, participated in 24 workshops, and were seen in 102 walk-in sessions. 96% of students surveyed agreed or strongly agreed that the Writing Center fulfilled their expectations. With the Writing Center booked to capacity, Mondays through Saturdays, many students found it difficult to meet with a consultant. In spring 2008, more consultants are available to work with student writers, and the number of hours available in the Writing Center and online has been increased.

Sustaining the quality of support in the Writing Center during its significant growth this year would not be possible without additional administrative support. In fall 2007, we welcomed Sarah Nakamaru as assistant director. Sarah, a writing consultant at Baruch since 2004, conducted her doctoral research on writers in our Writing Center and will complete her dissertation this spring. This semester we welcome Dawn Jordan as our ESL specialist and Michael Rohdin as our Online Environment/Systems Specialist.

In spring 2008 we initiated a study of how students' beliefs about their own strengths as writers and users of English are related to improvement in student writing. The results will allow us to assess and fine-tune the Writing Center's support of student writers at Baruch. We look forward to sharing our findings with the Baruch community as well as with our colleagues in the field of writing research.

Student Academic Consulting Center

SACC hired Nidzaida Garcia as assistant director to replace Jamie Infante. Sarah Moon, a member of the English Department faculty, was hired to coordinate Writing tutoring. Master Tutor, Timmy Zhao was a top ten finalist in the College Learning and Reading Association's national search for Tutor of the Year, 2007. SACC is embarking on two new projects in addition to our regular offerings. Working closely with the Communication Studies Department and CAPS, SACC will provide additional oral communication support to students needing regular pronunciation classes; classes will have a maximum of 10 students. In addition, working closely with the English Department, SACC will offer weekly reading comprehension and vocabulary workshops to ESL students.

The Bernard L. Schwartz Communication Institute

In fall 2007, 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 sponsored professional development seminars in communication-intensive instruction for Great Works of Literature faculty,

Anthropology/Sociology faculty and instructors teaching selected 2000- and 3000-level Finance and Accounting courses. In recognition of the Schwartz Institute's outstanding faculty development programs, Baruch College was awarded the 2008 Theodore M. Hesburgh Award by the TIAA-CREF Institute on February 11, 2008. The annual award recognizes exceptional faculty development programs that enhance undergraduate teaching and learning, and comes with a \$20,000 gift to Baruch.

The Schwartz Institute continues to be a leader within CUNY in the support of integration of instructional technology into the curriculum across disciplines. This spring, the Institute and BCTC will roll out a new blogging platform that allows members of the Baruch community easily to create and maintain weblogs for instructional or other uses. In the fall semester, the Institute launched VOCAT (Video Oral Communication Assessment Tool), a new web application that enables faculty to assess oral communication assignments easily and allows students online access to faculty feedback and to videos of their presentation. The new version of the application will be used for a variety of assessment purposes at the college and is currently being piloted in COM 1010 and THE 1041. Thanks to a major gift by a private donor, VOCAT will be further refined and implemented in a variety of instructional and co-curricular contexts over the next five years.

The Institute's 8th Annual Symposium on Communication and Communication-Intensive Instruction is scheduled for May 9, 2008. Titled "Miscommunication," the 8th Symposium will once again provide a unique opportunity for educators and business professionals to engage in a productive dialogue on fostering effective, purposeful communication in academic and business settings. The Symposium will consist of round table discussions and will feature keynote presentations by commentator and internet entrepreneur Esther Dyson, and Richard Lederer, author of many books on language, humor and history, including *Anguished English* and *A Man of My Words*.

Library

The Market Technicians Association has agreed to place its research collection on technical analysis on long-term loan with the Newman Library. The holdings comprise approximately ten thousand volumes and the association adds an average of 120 titles per year. When the materials arrive at Baruch from several locations across the country it will be the first time that they will be united as a single collection.

With funding from President Waldron the library has acquired Web of Science, the combined citation indexes for the sciences, social sciences, arts and humanities. In addition to a current subscription, the library now holds the entire back-file to 1900. Funds are also available to support one time acquisitions to close gaps in the library's monograph collection. Librarians are working with each academic department to use an online collection analysis tool that allows us to compare our holdings book-by-book against benchmark institutions that have been identified by the faculty.

The Baruch College Auxiliary Enterprises Corporation arranged for a contract with a new vendor for photocopy services. As a result, new photocopiers were installed throughout the library, including a color copier.

Baruch Computer and Technology Center

Funding from President Waldron has supported the following five initiatives: (1) Faculty Desktop Computer Replacement. Over the past eighteen months new computers have been purchased for all full-time faculty. Any faculty member who has not yet received a computer should contact the appropriate school technology coordinator. (2) SPSS Licenses. In addition to renewing the campus-wide license, the college now provides faculty with a copy of the software for home use. (3) Server Upgrades. New servers have been purchased to replace end-of-life equipment in the three schools and the BCTC. They will be installed during the remainder of the spring 2008 semester. (4) Campus Network Upgrade. New network equipment has been purchased and will be installed through the summer to improve performance and reliability. (5) Faculty Laptop Loan Service. During the spring 2008 semester the college's laptop loan service will be expanded to include equipment designated specifically for loan to faculty.

Baruch College Now and Collaborative Programs

Tony Davis is the new Director of College Now and Collaborative Programs. Tony brings a wealth of experience in the administration of programs for college bound high school students. We welcome him to Baruch.

In 2007-2008, 67 high school students enrolled in credit bearing courses at the college. Students enrolled in dedicated sections of Business, Micro-Economics, Personal Finance, Principles of Finance, Financial Mathematics, Anthropology, Sociology and a select number of other undergraduate courses. Additionally, more than 100 students enrolled in Art, Creative Writing, and Research classes, earning credits toward their high school graduation requirements.

The STEP Academy focused on test preparation with students studying for either Math A or B Regents or a Science Bowl Competition. STEP students were also given the opportunity to earn a CPR/First Aid certificate, to develop their own workout plan in the Fitness Center, or to present a Business plan to a panel of judges. The program hopes to recruit 30 additional students for 2008, bringing the total enrollment to 94.

Summer Programs Baruch College Now will conduct three summer programs in 2008: the Summer Journalism Workshop; the Merrill Lynch Young Business Leaders' Institute at Baruch College; and the College Experience, an academic and recreational program. Planning for the Summer Program is underway. Baruch College Now will be updating our website to include all events for summer 2008.

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.

This semester the Office is assisting the Division of Student Affairs and various academic support departments in developing their assessment plans. 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.

The Office has continued to refine data-mining techniques to examine factors related to enrollment patterns, to develop models for placement of students in Mathematics and English courses, to understand retention behavior and the factors that contribute to academic probation, and to monitor trends in graduation rates. A search is underway to hire a new assistant director for Institutional Research.

Sponsored Programs and Research (SPAR)

So far in fiscal year 07-08, the number of proposals submitted is ahead of those for last year. Members of the Baruch faculty have submitted 27 proposals totaling \$7,125,547. The leader in external submissions was the Weissman School with 14, followed by Zicklin School of Business with 7, the School of Public Affairs with 4, with 2 applications coming from other units. The number of PSC/CUNY applications and the funding requested increased as well: 161 faculty members (a record for the college and most in CUNY) submitted proposals totaling \$892,225. This represents increases of 12% in the number of proposals and 14% in dollar value compared to last year.

In the first 6 months of FY 2007-2008, the college received seven federal awards totaling roughly \$650,000. SPAR anticipates five additional federal awards in FY 07-08. If achieved, this will mean new highs for Baruch in both number of awards and dollars awarded by federal sources. SPAR also expects to have NIH grant holders in all three schools by year end. Year-to-date in FY 07-08, the dollar value of all awards is \$3,561,390.

As outlined in the official CUNY Policy on Research Misconduct (http://www1.cuny.edu/academics/research-scholarship/research-conduct/CUNY_Research_Misconduct_Policy.pdf), the president of each college within the University has designated a Research Integrity Officer (RIO) to receive allegations of research misconduct involving faculty, staff, and/or post-doctoral associates at the college. President Waldron has appointed Alan J Evelyn, Director of Sponsored Programs and Research, as the College's RIO.

Faculty Development

As noted last fall, the Baruch College Fund has provided generous support of \$400,000 for 2007-2008: \$250,000 will support research and \$150,000 will support activities related to teaching. With respect to the latter, the 2007-2008 Master Teacher Series included three extraordinarily successful events in fall 2007 (success measured by faculty feedback and numbers of attendees) and is bringing four presenters to the campus in spring 2008.

International Faculty Development Program (IFDP) and Faculty Book Club This semester 14 members of the international faculty are receiving 15 hours of one-on-one tutoring in accent reduction. The IFDP workshop for spring 2008 will be on "Evaluating Individual and Group Presentations." The IFDP sponsors the annual book club for all members of the Baruch community. This year's selection is Louis Menand (ed.), *The Future of Academic Freedom* (University of Chicago Press, 1998). The 35 faculty members who had signed up have received

free copies of the book and will attend one of four discussion sessions in March or April. Prof. Elisabeth Gareis, coordinator of the IFDP, would welcome suggestions for a book for spring 2009.

Adjunct Development With more than 1,000 hits per month, the Baruch College online *Adjunct Handbook* remains the first item to appear in a Google search for “adjunct handbook”: <http://www.baruch.cuny.edu/facultyhandbook/adjunct/>. 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 are strong participants in the Master Teacher Series.

Faculty Handbook The Handbook received more than 8,871 hits in December 2007, a sharp increase over the previous year. New items are added regularly, including links to many college and CUNY documents: <http://www.baruch.cuny.edu/facultyhandbook/topics.htm>

Academic Integrity Initiative

In fall 2007 the co-Chairs of the Academic Integrity Committee, Ron Aaron and Dennis Slavin, began a cycle of meetings with all departments to discuss these issues. The goals are to review with faculty members the college’s policies and procedures and to gain insight based on their experiences in the classroom. One of the college’s policies that will be stressed is that instances of academic dishonesty should be reported to the Office of the Dean of Students—a policy not universally followed. Baruch College continues to hold a subscription to the online database and plagiarism detection software provided by Turnitin.com. Those interested in gaining access to Turnitin.com should contact Prof. Gerard Dalgish (English).

The Joint Committee on Curriculum and Articulation

In fall 2007 the committee began to examine two issues brought to our attention by Prof. Ron Aaron, Student Life: the criteria for Dean's List eligibility and academic standards for probation. Subcommittees formed for each will report to the Joint Committee in spring 2008.

Continuing and Professional Studies (CAPS)

The past year has proven a wonderful period of change and growth for the Division of Continuing and Professional Studies. Our team has expanded and streamlined its programs extensively. CAPS is now an official Educational Testing Service (ETS) test center, which will further strengthen our Test Preparation program. We have also introduced two additional programs, including Credit Analyst Banking and a Business Principles Certificate. Two new divisions include a comprehensive Business Communication program and an Arts, Culture and Humanities program.

CAPS is also proud to announce the development of several new professional advisory boards for Banking, HR, IT, Marketing, and Customer Resource Management (CRM). We have successfully recruited senior members of corporations throughout the region to advise our team on industry trends, corporate training needs, and to assist in the recruitment of highly qualified faculty. We look forward to next year and continued growth.

The Steven L. Newman Real Estate Institute

The Institute is continuing to expand its partnership with government and private sector organizations. It will be reaching an agreement to establish a model course that will be offered to contract employees of a quasi-state agency. This course will also be made available to Baruch College students and the general public. It will represent the first in a series that the Institute will offer in Construction Management and Administration. The Institute's Certificate Program has selectively expanded its course offerings, enriching the concentrations offered in the areas of Sustainability and Construction Management by adding ten new courses to its roster with several more planned for the fall of 2008. A search committee is being assembled to identify a candidate to head the Institute's growing Certificate Program, filling a vacancy created by the absence of its Associate Director who is leaving late February to pursue new career endeavors.

The Institute is in the final stage of selecting a new Associate Director of Research and Forums who will be on board in the near future. The candidate will play an important role heading up research and sponsored programs for the Institute. This individual also will play an important role in the Institute's spring conference on Sustainability, three new planned urban symposia, the long awaited release of the Downtown Manhattan 2030 report planned for this coming spring, and the development of several new research studies waiting to be launched.

Mishkin Gallery

Is a picture worth a thousand words? The opening exhibition of the fall semester, *Between Language and Geography: Words, Signs, and Symbols in Photography*, explored relationships between words and images and illustrated ways in which photographs encode messages, recount history, express ideas, and transform meaning. A record number of classes (14) visited this exhibition for gallery talks. The November-December show, *Miniature Worlds: Art from India from the 15th to the 19th Century* brought important paintings and sculpture to the Baruch campus. This exhibition was visited by six classes for gallery talks, and a video about the exhibition was broadcast by the BBC Worldwide service.

Co-sponsored by the Black and Hispanic Studies Department and the Milt Hinton Jazz Perspectives Concert Series, the Mishkin Gallery's Black History Month exhibition, *Playing the Changes: The Jazz Photographs of Milt Hinton*, drew a large audience. The opening reception, attended by more than 300 people, featured a lecture, the award-winning film *Keeping Time*, and a jazz trio with Warren Vaché. *Playing the Changes* highlights history, sociology (with Jim Crow photos), music, and art. Spring semester exhibitions will also include *Seda Aguatinta: gráfica pictórica / Silk Aquatints: Painterly Graphics*, which documents an innovative printing technique used by contemporary artists in Puerto Rico and New York, and *Suitcase Paintings: Small Scale Abstract Expressionism*.