

Division of Student Affairs & Enrollment Management
General Faculty Report Draft: September 2008

Academic Advisement. During 2007-2008, the Center for Academic Advisement saw 13,933 students for one-on-one appointments and had 3,842 contacts with students via email advisement questions. Additionally, advisors had 2,221 telephone advisement sessions with students.

The Center began the new year with several established goals including increased collaboration with other student services at the college, a greater focus on transfer student advisement and increased collaboration with faculty advisers and academic departments generally. The Center welcomed three new part time advisors and transitioned one former part-time advisor to a full-time line (Phillip Hogue).

In collaboration with the academic departments, the advisement staff sponsored its first Majors/Minor Fair last spring (March 2008). Over 28 faculty members attended the fair representing 18 academic departments. Representatives from the Starr Career Development Center also provided students with information about careers. Over 150 students attended the event. The event will be sponsored again during the Spring 2009. Over 100 students attended the Center's annual Student Services Information Fair last spring. First and second semester freshmen were invited to come to one location to talk to representatives from 16 different student services offices. The fair will be held again during the Spring 2009. After a successful first Faculty Open House last fall, The Center for Academic Advisement will sponsor the second such event this fall. The goal of the Open House is to provide an opportunity for faculty advisors to meet the advisement staff and learn about the Center's services.

The In-Gear program is a new 10-week program for students reinstated (by the Joint Committee on Academic Standing) to Baruch. The program began in the Spring 2008 and its goals are to ensure academic success for students reinstated to Baruch College and to increase retention rates. Some of the topics covered over the course of the 10 weeks are: Personal Motivation, Decision Making and Managing Time Wisely. Twenty students completed the program in the Spring 2008. This Fall 2008, 18 students are enrolled in the program. One hundred and thirty seven (137) students were invited to participate in the spring 2008 Students Toward Success Program. The program has been in existence for 5 years and is for freshmen with a 2.0 GPA or below after their first semester. In the Spring 2009, the program will be expanded from four to eight weeks in length.

Athletics and Recreation. The Physical Education department continues to offer a limited number of classes in the Fall and Spring for the students, however Winter session offerings have expanded from 6 to 9 classes. The popularity of fitness classes continues unabated.

The academic performance of student-athletes is comparable to previous years and the GPA levels are above 2.9 (our goal is to achieve an overall GPA level of 3.0). Our goal of

50 CUNY-Scholar Athletes was exceeded this past year when 56 Baruch student-athletes were honored with this award.

After two consecutive years of winning the CUNY Commissioner's Cup, Baruch finished in 2nd place this past year. We did win 3 CUNY Championships (Women's Cross-country; Women's Basketball; and Men's Tennis) and 4 other teams finished in 2nd place. We have enhanced Baruch's image in the athletic community on a regional as well as a national level.

Five athletic teams are currently in season, all with winning records. The Women's Tennis team's record is 2-1; Women's Volleyball is 5-4; Men's soccer is 0-1-2; and both the Men's & Women's Cross-country teams have finished 1st or 2nd in invitational meets. The participation of student-athletes in terms of new freshmen and transfers has increased and the confidence level of our athletes is very high.

The total number of students, faculty, staff, and community that use ARC facilities continues to increase. Over 90 hours per week are provided for facility usage (pool, gymnasium, fitness center, and racquetball courts) which meet the needs of all constituent groups. The recreational opportunities provided to all students at the college assists in creating the ultimate educational experience that is desired and one that students will always remember.

Starr Career Development Center. Heather Krasna left the SCDC after 7 years for a position in Career Services at the University of Washington in Seattle. Three graduate students in Counseling, one from Fordham, and two from New York University, are interning in the SCDC this academic year.

Jobs and Internships: During academic year 2007-2008, 3,118 students made 5,593 visits to the SCDC and there were 2,692 interviews held on campus. 8,000 jobs and internships were posted online last year.

The Center's newly established Pre-Law Program conducted its first-ever summer pre-law institute. Sixteen students participated in the two-week program that included a visit to Cardozo Law School and two sample law classes conducted by Baruch law professors Donna Gitter and John Dugan. The students also attended workshops on internship and law school preparation. Two three-day intensive Dale Carnegie programs were conducted during the summer with students in the Wall Street Careers Program and the Summer Pre-law Institute. 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. Staff can make presentations on a variety of job search or career development topics.

Eighty-six (86) companies are already registered for Fall 2008 Career Day to be held on September 19. Baruch will host its first Graduate and Law School Fair on October 3. Fifty (50) schools are already registered. Forty-eight (48) Job Preparation Workshops and 26 presentations by corporate representatives are scheduled for the Fall 2008.

Counseling Center. During the Spring, 2008 semester the Counseling Center continued its efforts in program development by working with the Office of College Advancement (OCA) to obtain private and public grants that address staffing needs to meet student demand for its services. In March 2008, we received a grant from the van Amerigen Foundation totaling \$120,000 to be used over two years to create a triage system where we can assign students to providers according to the severity of their needs rather than on a first-come, first-served basis. The triage manager was also hired to assist in research associated with the national college-wide depression management initiative we created in collaboration with New York University among other academic institutions. We also improved staffing by expanding our partnership with the Post-Graduate Center for Mental Health, a psychoanalytic post-graduate training institution for licensed mental health practitioners. We have been able to continue working with Ms. Jane Burbank who co-lead group therapy with one of our pre-doctoral psychology trainees. The additional staff helped the center address the increasing demand for services by students, who continue to present with serious psychiatric conditions.

The grants that the Center has received over the last three years have allowed it to hire staff to support the mental health needs of students as well as the Center's participation in research. Notable among these studies is a collaborative study dedicated to establishing 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 participation in the depression study the Center has remodeled its 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 described above, and a comprehensive tracking system that allows us to more efficiently follow up on all 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 2008, 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 Association of College Health Association in May, 2009. We are also working on a manuscript regarding our findings.

The Center has also 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. The findings of the studies were presented at the annual conference of the Society for Psychotherapy Research (SPR) in

Barcelona, Spain in June, and the annual conference of the American Psychological Association (APA) in Boston in August.

We also 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 increase 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 nationwide. 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.

Disability Services. Forty-nine (49) students have newly identified themselves as having a disability to Disability Services. Two Baruch students received \$3,000 scholarships from the National Council of Jewish Women. Another Baruch student received CUNY's Michael D. Solomon Scholarship.

Disability Services in conjunction with the Computer Center for Visually Impaired People and Baruch's School for Public Affairs held an all day conference in the Spring 2008 entitled, "Employment & Visual Impairment: Policy & Practice." The conference was well-attended and very successful in part because of the large number of highly trained volunteers who participated. The Society for Disability Studies held its 5 day conference at Baruch. Baruch's Disability Office assisted in many ways including the provision of assistive technology accommodations.

CUNY's LEADS (Linking Employment, Academics and Disability Services) which is a unique partnership between CUNY and VESID (Vocational and Educational Services for Individuals with Disabilities) - is up and running. Baruch's LEADS counselor has met with at least 90 students and has secured VESID services for 35 students.

Early Learning Center. This fall, 33 Student/Families are enrolled in the child care center with 11 children under 3 years old and 22 aged 3 and 4. After an extended and newly revised process, the Early Learning Center was re-accredited in Spring 2008 by the National Association for the Education of Young Children (NAEYC).

Two Early Learning Center staff members will participate in "Creative Arts Team" (CAT), a staff development opportunity for the Child Care programs at CUNY, initiated through the Office of Student Affairs. CAT utilizes drama in the classroom to support many areas of learning: communication, cooperation, literacy and others. A Baruch student will be completing her Observation Requirement of 30 hours over 10 weeks for the course 'Introduction to Urban Education' at the Early Learning Center. Over the years Professor Emily Comstock Di Martino has sent many students to the Center to observe and learn from the teachers.

Health Services. The Baruch College Health Center, continues its relationship with Beth Israel Medical Center and Continuum Health Partners Inc., via an annual, renewable contract which provides primary care for coughs, colds and flu; strains and sprains; vaccinations; STI/HIV; physical exams and women's health issues. After several years, Audrey Hoover, Baruch's Nurse practitioner left the center and was replaced this fall by Juliette Blount, NP. Juliette has a background in Student Health and comes to Baruch from Columbia University Health Services.

The Health and Wellness Coordinator has maintained a robust program of preventative and educational health programs for students. Upcoming programs include: a breast cancer awareness program, a sponsored yoga class, a stress management program, the Great American Smokeout, a World AIDS Day speaker and several Health Services Information tables, among others.

Orientation. The Office of Orientation generated or collaborated on numerous projects in the area of student orientation and freshman year programs. The year ahead will be devoted to re-envisioning the mission of this office with an eye to creating seamless and meaningful transitions for new students to the College.

Fall 2008 Convocation Baruch Beginnings saw virtually the entire freshman class take part in two days of intensive startup activities including a freshman text book discussion, a money management workshop, a communications workshop, a diversity workshop, a scavenger hunt, a barbecue and Street Fair. The keynote speaker for the freshman Convocation was author and editor, Nina Mehta, who spoke about The Namesake and offered personal insights on bicultural identity and the academic journey ahead. Her address was well received. The fall 2008 freshman text, Jhumpa Lahiri's The Namesake, met with enthusiastic response from students and anecdotal assessment so far indicates high degree of student compliance with reading the book prior to Convocation.

The College held its first-ever Transfer Convocation as well with approximately 200 new transfer students attending. The keynote speaker for the Transfer Convocation was Ernesto Butcher, Deputy Executive Director—Operations for the Port Authority of New York and New Jersey. Mr. Butcher's motivational address was well received. Parents and family of new students attended the Parent Orientation and Reception held as part of the August 25-26 Baruch Beginnings activities. Response from the approximately 500 attendees was universally enthusiastic.

Spring/Summer activities included 11 orientation sessions for incoming freshmen and transfer students. Approximately 1,300 freshmen attended a full day orientation and advisement program, while approximately 1,200 transfer students attended one of 9 transfer orientation programs. Orientation for transfer students became mandatory for this past year and there was little resistance from students about the requirement. Students were encouraged to stay and register on line before leaving campus. Based on the success of the Spring 2008 Learning Communities pilot, transfer students also had an opportunity this fall to register for one of four transfer learning communities (based on either a "Great Works" course—LTT 2800/ENG 2800, a LAW 1101 class, or a CIS 2200

class). The offering includes 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 offer students co-curricular activities as part of this experience. Student and faculty feedback overall has been very positive and we were able to fill the sections before the halfway point in the fall season's orientation/registration. Forty (40) freshman learning communities are running during fall 2008, up from 36 in fall 2007.

SEEK. Over one hundred (100) incoming SEEK students participated in a summer experience that was designed to prepare students for their freshman year while immersing them in college level work. Special Program transfer students participated in a new SEEK Transfer bridge program that helped with a smooth transition from community college to Baruch.

The following programs are planned for SEEK students this fall: Personal Statement Workshop, Study Abroad Workshop, Sophomore Class Reunion, Senior Luncheon, Know your Legal Rights Workshop, CPE Preparation Workshop, Clear Communication/Pronunciation Workshop and individual coaching communication sessions.

As usual our Academic Survival Program for probationary SEEK students will have 6 group meetings and 4 individual counseling sessions with students on probation during the fall semester. The Program focuses on helping students meet GPA requirements and develop strategies for academic and personal success.

Other activities started in previous semesters will be continued this fall. This includes a program to lend graphing calculators to SEEK students enrolled in math courses and one for the lending of laptop computers.

On November 11, the Beta Alpha Chapter of Chi Alpha Epsilon National Honor Society will have an induction ceremony for SEEK students and honorary inductees.

Student Life. Events: The 43rd Commencement Exercises of Baruch College were held on Wednesday, May 28, 2008, at Madison Square Garden in the Theater. Due to a Concert commitment by MSG, there was an 11 AM and 3:30 PM ceremony. The Office of Student Life (OSL) again coordinated academic regalia, commencement tickets and the ceremony logistics for two ceremonies. 2,417 degree candidates attended the two ceremonies. The 30th Annual Spring Fling Street Fair was held on E. 25th Street on Thursday, May 8, 2008. This event attracted well over 2,500 students featured food, games, music, and entertainment. Student Life collaborated with the Office of Orientation and New Student Programs in running the annual Baruch Beginnings program in August. The two-day event concluded with a street fair on E. 25th St.

OSL held the 4th Annual American Cancer Society Relay for Life on Friday, Apr. 4, to Saturday, Apr. 5, 2008 in the Baruch College gyms. Over 1,000 students participated in this 15-hour overnight program, which raised \$66,500. The 4 Relays held at Baruch College have raised over \$261,190 for the American Cancer Society. The 5th Annual

Relay is scheduled for April 3, 2009. OSL will sponsor its annual Fall Blood Drive on Tuesday & Wednesday, October 21 & 22, 2008. For both March and October 2007, Baruch College was recognized by the New York Blood Center for one of the top 10 most successful mobile drives in NYC for that month. Baruch College is the only CUNY college to be so recognized. The OSL has coordinated with various clubs, organizations and offices at Baruch College and has put together a comprehensive series of events to celebrate Latino Heritage Month at Baruch from Sept. 16 through Oct. 24, 2008. A complete listing can be found at www.baruch.cuny.edu/stulife. The annual fall Club Fair will be held in the Main Gym on Thursday, Sept. 25, 2008. The OSL has worked with the gay and lesbian student group on campus to schedule the first LGBT History Month on campus with events taking place from Oct. 7 through Oct. 30, 2008. A complete listing can be found at www.baruch.cuny.edu/stulife.

Forty-eight (48) sections of Freshman Seminar are running this fall, all sections are block programmed with academic classes. All classes are staffed by trained faculty/staff leaders assisted by student leaders/peer mentors. The OSL is conducting a CUNY Voter Registration drive during the fall semester leading up to the deadline to register for the presidential election on November 4. Voter registration forms are being distributed on the second floor lobby and in freshman seminar as well as on the student life website and a special insert in The Ticker. "Leaderquest" the 26th annual Student Leadership Training Weekend is scheduled to take place from Nov. 7-9, at the Edith Macy Conference Center in Briarcliff Manor, New York. Eighty-five (85) student leaders from government, clubs and media will attend.

Lexicon 2008, the senior yearbook, was published and distributed on May 20, 2008. This is the sixth full-color, all digital yearbook published at Baruch College, and the only CUNY yearbook that is totally financially self-sustaining, receiving no student activities, or college money. The American Scholastic Press Association presented Lexicon 2008 with a second place award citing its page design and creativity and photography.

Enrollment. At the point of the Flash Report to CUNY Central, Baruch's total enrollment for the fall 2008 semester is 15,906. This is 129 more students than fall 2007, with all of the increase in graduate enrollment. We registered 3,246 graduate students and 12,660 undergraduates, compared to 3,033 graduate students and 12,744 undergraduates enrolled last year. These figures do not include approximately 300 international executive programs students at locations overseas.

Undergraduate Admissions. Baruch College enrolled 1,467 new freshmen and 1,251 new transfer students for the fall 2008 semester. The number of transfers was a planned decreased from the 1,347 transfers registered in fall 2007.

The percentage of African American students in the incoming freshman class has increased to 8.5% in 2008, up from 6.6% last year (representing a 65% increase). The percentage of Latino students in the class is virtually level with last year at 15.4%. We will continue to focus our recruitment efforts to increase minority student enrollment. We have seen an increase in the average SAT scores for entering freshmen. Last year our

average SAT score was 1138 for all regularly enrolled students and this year it is 1154 – a 16 point increase. The average GPA is 87.2 compared with 87.4 last year.

In line with the Baruch College Strategic Plan, in June 2008, we opened our new Transfer Student Center on the 7th Floor of the Newman Library Building. This Center provides all of our services to transfers in one location: transfer admissions counseling, transfer credit evaluation, as well as assistance with Baruch's registration and payment processes. We have relocated staff from the Admissions areas to the Center and their primary focus will now be on the successful transition of our transfer population into Baruch academic life.

Our undergraduate admissions recruitment team has been executing a comprehensive plan to recruit the fall 2009 freshman and transfer class. We are expanding the number of visits to college fairs and high schools in New York City, Long Island, Westchester, and New Jersey. We are also planning 2 "College for a Day" events in October and November and will be hosting a series of Open Houses on campus this fall. Due to increased demand, we have expanded the number of campus tours for students and parents and have initiated a Wednesday evening tour. We are also expanding the number of group tours (when high schools bring groups of students to campus) and have expanded the number of student ambassadors who conduct our tours.

To further enhance our relationships with prospective students, we are implementing a new (Hobson's) Customer Relations Management System (CRM) that will allow us to communicate routinely and easily with our students and their families. This effort, thankfully, is being completely supported by CUNY Central. The first phase of the project has been implemented with the new "Ask the Virtual Advisor" on the Undergraduate Admissions homepage, where students and parents can quickly have their questions asked and answered. We can also track frequently asked questions and note those for which we do not have answers on the site and add them. Soon, as we implement the rest of the system, we will be able to institute a flow of communications and publications to students during the application cycle and tailor these responses to their interests and needs.

Registrar. The Registrar's Office is finalizing graduation for spring and summer 2008. We anticipate 2,689 students (1,891 undergraduates and 904 graduate students) will have earned their degrees at the end of the spring 2008 and summer 2008 semesters.

We are currently working on the Winter Intersession and Spring Schedule of Classes. Winter Intersession begins January 2 and ends January 23, 2009. Registration for both the winter and spring 2009 sessions begins November 11, 2008. Classes for spring 2009 begin Monday, January 26, 2009.

The Office is updating policies and procedures based on decisions made by CUNY Central for fall 2008 semester. The following changes were made: (1) a new grade was added for unofficial withdrawal - WN – Never Attended. It is used for undergraduate and graduate students when there is no documented evidence of a student's

participation in a course. (2) WU – Dropped by Instructor for excessive absences. This grade continues to be assigned to undergraduate students. Both of these grades carry an F penalty, so it is in the student's best interest to withdraw from the class. E-roster certification begins on September 24 and ends on October 5. During the summer months, staff assisted 11,317 students at the front desk.

Financial Aid. The College disbursed approximately \$52 million dollars in financial aid to over 10,200 students during the 2007/08 academic year. The Office continues to work in cooperation with the Registrar, BCTC, Academic Advisement and the TAP Certifying Officer to ensure that students are made aware of the academic requirements to receive New York State TAP awards. Most students who are identified as potentially out of compliance are able to change their programs, declare or change their major/minor in order to qualify for TAP. Currently, the information on students registered for ineligible coursework is forwarded to the TAP Certifying Officer who decertifies their state aid. This process will result in a marked increase in compliance.

Additionally, attendance information provided by faculty through the e-rosters has allowed the college to more accurately process Return to Title IV calculations and to adjust the federal awards of students who register but fail to begin attendance in some or all of their classes. The spring 2008 semester saw an increase in compliance with e-rosters attendance certification. The office also actively participated in the CUNY ERP fit/gap sessions to ensure that the new system will be designed to assist our efforts to comply with federal and state requirements for processing and disbursing aid. The office is currently involved in a review of records of prior Perkins Loan defaulters in preparation to have their accounts assigned to the U.S. Department of Education for collection.

International Student Office. As reported in the United States Citizenship & Immigration Services SEVIS System, Baruch College has a total of 1,813 Active F1/ J1 international students. This includes 408 Graduate Students; 903 Undergraduate Students; 129 ESL & Certificate Students; and 373 who currently have received approval or are awaiting approval for Optional Practical Training after completion of their degree. Additionally of the total 1,813, 82 students have received approval to participate in internships for the fall 2008.

During the months of August and September we conducted several new student orientations. A total of 101 graduate students attended orientation on August 21, 2008; on August 18th & 20th at total of 96 undergraduate students attended orientation; on September 9th & 12th & 15th a total of 60 ESL & Certificate Program students attended orientation.

The International Student Service Center continues to organize and conduct several informational workshops for our students on a variety of topics. For the fall 2008 Semester we will be conducting the following informational workshops:

September 18, 2008: Curricular Practical Training
October 2, 2008: Optional Practical Training (#1)
November 6, 2008: Optional Practical Training (#2)
November 13, 2008: Travel & Re-Entry

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 2006-07, 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 (Summer Session I and Summer Session II, Fall, Winter and Spring). During the 2007-08 year, 4,974 evaluation packets were prepared. 120,000 scan forms were processed and 91,298 forms were scanned. 3,785 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.