

*Report to the Baruch College Faculty
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The Office of Communications, Marketing & Public Affairs
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Digital Communications at Baruch College

With two recent hires, Baruch now has a digital communications team in place. Jean Strong is the Manager and Arthur Lurye (Baruch class of '10) is our web specialist. This now allows us to serve clients' needs across the campus as well as build initiatives to support recruitment and other marketing efforts.

- We are working with BCTC to establish the process for remote communications in case of emergencies, cancellation of classes, building closures, etc. This process improves upon what was in place to allow for both email communications and web updates. It also will take advantage of the redundancies BCTC has created to avoid a communication blackout in case Baruch loses power...as was the case with Hurricane Sandy.
- Baruch's main website is undergoing necessary updates and changes. Some are noticeable, such as new homepage banners, a streamlined calendar that is linked to CUNY's, and updates to reflect faculty and staff changes, especially the addition of 59 new faculty and a new Provost.

Not as noticeable is the behind-the-scenes work to apply responsive design to the site's pages so it is readable on any device, including mobile phones. We are starting with the homepage and will roll it out to other key pages based on user numbers from the data tracking our web traffic. The process is underway and will take approximately six months for completion.

An audit of the web content and web infrastructure is also underway. It has not been done for almost five years and is critical to the maintenance and usability of the site. Through the audit, we will find and adjust any outdated or missing content, fix or replace any broken links and apply traffic numbers to key areas of the site.

- Our social media efforts are also being ramped up with the team now in place. We have begun Social Media Lunch&Learns for the entire campus. Through these efforts, we plan to build a functional community of those who manage or participate in Baruch social media efforts as well as share best practices. The debut Lunch&Learn in September was oversubscribed and was successful in building the team, which can now communicate with each other through a dedicated area of the website. Based on participation and feedback, we will hold these about every six weeks and will bring in external speakers as warranted. November's Lunch&Learn will be on 11/5 with the topic of Content Strategy & Audience Engagement. The lunch will cover: How to write compelling tweets and Facebook posts; How to use photos, infographics, and

micro-videos to increase engagement, click throughs and build a loyal audience; an exchange of strategies to better work together. Our guest speaker is: Ryan J. Davis, the Vice President of Community at the social news startup Vocativ. Prior to this post, Davis was the Social Media Director of Blue State Digital, the firm best known for President Barack Obama's digital campaign.

Communications Support for College-wide Initiatives

- Rollout of the new Strategic Plan 2013-2018 included designing and printing copies for distribution and use at appropriate events. A website was built and launched as the Strategic Plan went public. It is now being refined to reflect the design of the printed piece and better organize the content. We are now reporting and writing faculty and staff spotlights that showcase what individuals or cross-border teams are doing to support or further the Strategic Plan. For example, Luke Waltzer was spotlighted as the founding director of the new Center for Teaching & Learning; Jessica Leitner is now spotlighted for her work to close the Baruch Means Business Campaign; and Theresa Liu will be spotlighted next for her work in international recruitment and admissions.
- With CUNYfirst due to go live at Baruch in April 2014, OCMPA is working with many groups across campus (Administration & Finance, BCTC, Registrar, the Provost's Office, etc.) to plan the rollout and communicate the schedules. The effects of CUNYfirst are not predictable, but, based on other campuses' feedback, we are expecting and planning for confusion in the early stages as the students and faculty need to claim CUNYfirst identities. While this is not the first stage of the rollout, it is probably the most public and will be seen by all. Several aspects of CUNYfirst are already being employed across Baruch. Staff trainings are fully underway.
- A CUNY-mandated change to the way HEOs track and submit their timesheets started on 10/20/13. We continue to work with the Office of Human Resources to bring awareness to the new policy and encourage people to take advantage of the training sessions. We continue to work with OHR as the questions and stumbling blocks become clear to help streamline the process.

Publicity and Public Relations Efforts

- Taking advantage of the many conferences and seminars being planned for the Fall '13 semester, we have been aggressively promoting these to external audiences and the local and national media. We started by building a submission process through the Baruch calendar that allows OCMPA to see all the events being planned. We then work with each School, Center or Institute to tease out the promotable elements of each event. Aside from increasing attendance, which is the primary responsibility of the hosting group, we

are seeing a marked increase in media attendance and coverage. Recent highlights include: the FASB conference at the Robert Zicklin Center for Corporate Integrity, which resulted in several media stories; the CAPCO event with the Weissman Center for International Business, which, at press time, had intense media interest; and the New York Conference with SPA that generated several local media stories.

- With the new faculty on board, we have been taking the opportunity to introduce them as Subject Matter Experts to the media. Our SME area of the online press room has become a useful tool for reporters and we regularly field inquiries from them based on this resource. We recently placed June O'Neill with NY1 as an expert on the Affordable Care Act; Ted Joyce with Fox 5 News as an expert on Mayor Bloomberg's legacy on tech issues and urban planning; and VP Ben Corpus with the *NY Post* on tactics students and parents should use when searching for the right college.

Media Highlights can be viewed through the website at: [Baruch In the News](#).

College-wide Marketing Efforts

The below is a sampling of the work underway or completed this semester. It includes several long-term projects, including the planned rebranding of ZSB with external agency support, and many one-off deliverables. A full list is available upon request through OCMPA's project management program.

- Working with the Dean's office and team at the School of Public Affairs, we recently rolled out its new marketing and branding platform: How will you IMPACT the world? This new positioning has been applied to recruitment materials, digital communications elements, brochures, fact sheets, etc. The refreshed website is underway and is expected to launch later in the fall semester.
Many of the units of SPA are now using the IMPACT elements and OCMPA services all request with internal resources.
- We are working with the various graduate programs at the Zicklin School of Business to support recruitment and awareness building efforts. Specifically, we produced materials to support ZSB's attendance at three AACSB-supported conferences this fall.
The Healthcare MBA is working with OCMPA to build a pipeline to its alumni base, which directly affects enrollment efforts since this program is heavily dependent upon referrals. An alumni success story video is now being produced.
Collateral material to support ZSB's 15th anniversary of the school's naming are being created, including a logo treatment, a video, on-campus signage, etc. A printed and digital brochure was created and is now being used.

- The website for the Weissman School of Arts & Sciences has been refreshed. They now are able to accommodate many images with the new slider OCMPA created. The site's main navigation has been rewritten and redesigned.
Support of the MFE program with image advertising and the promotion of ranking and awards is ongoing.
Marketing materials to support the Mishkin Gallery exhibition, Theresa Bernstein: *A Century in Art* Exhibition and Symposium were created and are now being used to promote the event.

Public Affairs Management

- OCMPA is working with the Facilities and Public Safety teams to support the ongoing management of the 25th Street Interim Plaza. Along with fielding questions and complaints from our neighbors, community members and the Community Board 6 (CB6) stakeholders, we assist in communicating to the Baruch Community. Issues vary, but recent ones include an increase in rats that are attracted to the garbage from the food cart vendors and local businesses. We are working with CB6, the City's Health Dept. and the Dept. of Transportation to address the issue. We are also engaging the Police Dept. for enforcement of food vendor rules, including the proper disposal of garbage. Smoking on 25th Street has declined dramatically, but is an ongoing process with the students, who make up the majority of smokers breaking City rules about smoking in parks, plaza and other public spaces.
- Two successful events were hosted on the 25th Street Plaza this semester. OCMPA worked with each group to navigate the permits process with the City agencies. Based on that process, we have drafted a guide and SOP to hosting an event on the plaza. It provides an outline of the process, tips for navigating the system and specific contacts for the various agencies.
- Meetings with President Wallerstein and City and State legislators are underway for the Fall semester. Based on relationships yet to be made and an analysis of our student clusters in various legislators' districts, meetings include:
State Senate: Jeffrey Klein, Diane Savino, Gustavo Rivera, Kenneth LaValle and Kevin S. Parker.
State Assembly: Richard Gottfried, Ron Kim and Francisco Moya.
Once City-wide elections are complete, President Wallerstein will meet with the new speaker of the City Council, the new Manhattan Borough President and the new chair of the Manhattan Delegation.
- Fall '14 Public Affairs events on campus include: Congresswoman Carolyn Maloney on Nov. 18 re: mortgage issues; the Black, Puerto Rican and Asian Caucus of the State Assembly on Nov. 18 for a State of the People's address; and a debate between Speaker of the City Council candidates on Nov. 20.

Baruch will host it's annual community reception on December 3. Honorees this year include Manhattan Borough President Scott Stringer, Council Member Melissa Mark-Viverito (MPA '95) and Alejandra Ceja (MPA '00), Director of White House Initiatives on Educational Excellence for Hispanics.

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