

**Office of the Provost
Report to the General Faculty – Spring 2006**

Newman Library

Library Journal Recognizes Newman Library for Electronic Reference

An article in the November 15, 2005 issue of *Library Journal* that explores the growing use of electronic resources in reference service, cites the Newman Library as representative of this trend: "At Baruch College Library in New York City, electronic reference is at the forefront of student and faculty research, evident not only in the impressive number of computer stations scattered throughout the reference section but also in the number of empty metal shelves that used to house bulky print sets and periodicals." The article reports the opinions of librarians from around the country including two members of the Newman Library faculty. Louise Klusek, head of reference, is quoted as saying, "Students are already way ahead of us in terms of their comfort level with technology... but unlike the students... we [librarians] know how to exploit Google as a search tool." Adjunct information services librarian, Stewart Bodner, who is also associate chief librarian, periodicals section, New York Public Library's (NYPL) Humanities and Social Sciences Library, notes, "It is a disservice to refer a user to a difficult print resource when its electronic counterpart is a far superior product."

Newman Library's Reference Blog Cited as "Cutting Edge"

The American Library Association's *TechSource* blog (11/17/2005) reports on a presentation on the use of RSS (Really Simple Syndication) by Jenny Levine, delivered as part of the Chicago Public Library's Scholars in Residence Conference. The TechSource posting lists the Newman Library as one of three institutions "On the Cutting Edge" with respect to the use of this technology. Ms. Levine, who is Internet Development Specialist for the Metropolitan Library System of Chicago and author of *The Shifted Librarian*, uses the Newman Library's Reference blog as an exemplar in her presentation, "Information Shifting." The reference librarians at Baruch were leaders in recognizing the potential of blogging to improve communication. They have been using the blog since September 2004 to keep one another informed about events in reference including student assignments, interesting questions, problems, procedures, and announcements.

Novelist Siri Hustvedt Addresses Friends of the Newman Library

On November 4 acclaimed author Siri Hustvedt read from her latest novel in progress as part of the fifth annual "Evening in the Oak Room" sponsored by the Postgraduate Center for Mental Health and the Friends of the Newman Library. Ms. Hustvedt is the author of *The Blindfold* (1992), *The Enchantment of Lily Dahl* (1996), and *What I Loved* (2003). The reading was preceded by introductory reflections on the relationship between psychoanalysis and literature from Edith Gould, former editor of *Psychoanalysis and Psychotherapy*. Following Ms. Hustvedt's reading, Ms. Gould conducted a conversation with the author before taking questions from the audience.

Baruch Digital Media Library Record:

<http://www.baruch.cuny.edu/dml/engine.php?action=viewAsset&mediaIndex=352>

Newman Library Holdings Searchable in Google and Yahoo

The Library has joined the Open WorldCat Program, which enables Internet searchers to find items in our collection using major Web search sites. Users of Yahoo! Search[®] and Google[™] may enter a search phrase that matches the title of a library-owned item. The search results include a link to the Open WorldCat "Find in a Library" Web service, where the user enters a zip code to locate the item at a nearby library. Alternatively, a user may enter a search query based on the title of a book such as "Sense and Sensibility" followed by the phrase "find in a library" to retrieve a link to the list of holding libraries. The library is participating in this program to simplify access to its collections for library users who search the Web every day. The library's own online catalog (CUNY+) remains the most authoritative source of Baruch holdings information, as several months may elapse between the library's acquisition of a book and its inclusion in WorldCat and a similar time lag applies to the withdrawal of records of lost books.

Professor Shelfer's Article on Smart Cards Named One of the Best of 2004

The Stillman School of Business at Seton Hall University and the NJPRO Foundation, the public policy research affiliate of the New Jersey Business and Industry Association, have selected an article by Professor Katherine Shelfer for the fourth annual "Bright Idea Award". Professor Shelfer was the lead author of an article on smart card technology that was recognized as one of the top manuscripts from over 110 entries in the *Publications of New Jersey Business Faculty from 2004*. In August 2005 Professor Shelfer joined the Newman Library faculty as Outreach Librarian. The award-winning article is: Shelfer, Katherine M., J. Drew Procaccino, Chris Corum and Joseph Didier, "Smart Cards", *Advances In Computers*, edited by Marvin Zelkowitz, Volume 60, Prentice Hall (2004).

Baruch Computing and Technology Center (BCTC)

Wireless Upgrade Project

The BCTC is testing a faster wireless data network in 135 and 137 East 22nd Street during the Spring 2006 semester. The new technology will increase the maximum connection speed from 11 Mbps to 54 Mbps. The results of the test will be used to plan for an upgrade across the entire campus.

Pre-Calculus and Elements of Calculus Tutorials

The BCTC Instructional Technology division assisted Professors Walter Wang and April Allen of the Mathematics department with the creation of a set of digital video tutorials for Math 2003: Pre-calculus and Elements of Calculus. The videos are available via Blackboard and the college's Digital Media Library. During fall 2005 and the first two months of the spring 2006 semester there were 41,407 downloads of these resources.

Baruch Digital Media Library Record:

<http://www.baruch.cuny.edu/dml/engine.php?action=viewAsset&mediaIndex=328>

Free Symantec Anti-Virus Software

Baruch faculty and students are eligible to receive the latest version of Symantec Norton Anti-Virus for home use at no charge. One copy of the software (\$100 value) may be downloaded through the e-Mall in the CUNY portal. For more information go to

<http://www.baruch.cuny.edu/bctc/CUNYSymantecAnti-VirusOffer2006.htm>

or contact the BCTC help desk at 646-312-1010.

Visibility Beyond Baruch

Jim Russell, Director of Instructional Technology, presented "Partnering with Faculty to Take Students Beyond Lecture Videos," at the NERCOMP Annual Conference in Worcester, Massachusetts on March 22, 2006. NERCOMP is a regional affiliate of EDUCAUSE, the national organization for technology in higher education. Jim also introduced the college's Digital Media Library to an international audience at the 2005 E-Learn conference sponsored by the Association for the Advancement of Computing in Education in Vancouver. He presented "Baruch Digital Media Library: Developers, Catalogers and Dublin Core" in Vancouver on October 26. Two publications interviewed Arthur Downing, Assistant Vice President for Information Technology, regarding innovative programs at Baruch. In an article on how colleges are responding to illegal file sharing on campus, *Crain's New York Business* cited Baruch College as "one of the pioneering schools" due to our Apple iTunes distribution program begun last year. The college also received recognition from the *Chronicle of Higher Education* for AirBaruch, our cell phone based student services suite ("Can You Hear Me Now?", 11/11/05).

Faculty Training

The Instructional Technology division is offering its largest set of faculty workshops ever. Topics include using iMovie, Web design, graphing for instruction, using an online grade book, image scanning, WebGrade, five separate modules of Blackboard training, as well as workshops on PowerPoint and Excel. One-to-one sessions may be scheduled. For more information please visit: http://www.baruch.cuny.edu/bctc/training/faculty_training.html#gw or contact the BCTC help desk.

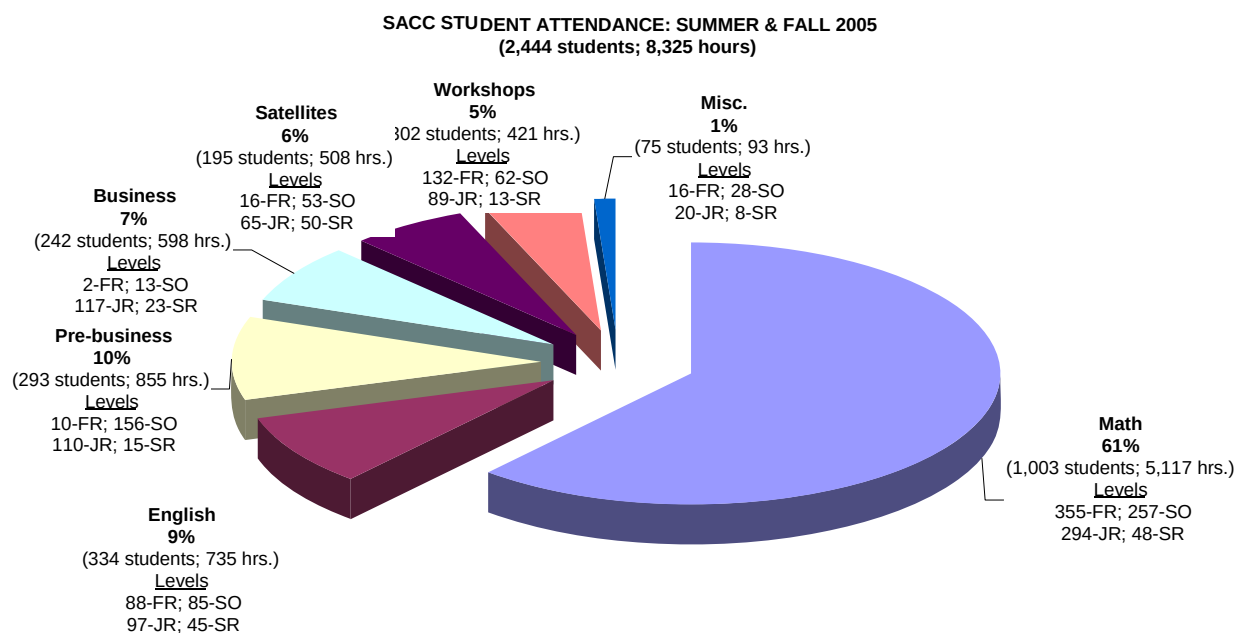
Student Academic Consulting Center Tutorial Services

SACC continues to strengthen its staff and services by furthering collaborations with numerous departments and programs and by advancing our nationally recognized training program:

- Math and writing coordinators continue to integrate academic support between their departments and SACC to assure effective and sufficient services.
- SACC continues to oversee the running of the College's Writing Center. The Writing Center now boasts 15 writing professionals (all have masters and/or PhDs in various areas of Composition and Rhetoric or ESL) who work with students to improve their writing skills. The Writing Center tutors also serve as mentors for SACC writing tutors.
- SACC now collaborates regularly with the Zicklin School on several fronts:
 - to share effective teaching and learning strategies with new and experienced faculty and TA's
 - to share effective study skills strategies to entering graduate students
 - to train and house Zicklin graduate tutors
- SACC was chosen to train 20 GEAR UP tutors from 7 CUNY schools to prepare them to work with middle school students.
- SACC has now attained all 3 levels of national tutor training status from the College Reading and Learning Association (CRLA).
- SACC offered additional Supplemental Instruction sections this year to support STA 2000 and a newly designed ACC 2203.
- Currently SACC is working closely with the WSAS and the math department to pilot structured, weekly math tutoring sessions attached to selected MTH 2003 sections.

The SACC director, Carole Morgan, now oversees the College's University Skills Immersion Program (USIP). This guarantees not only a larger staff to oversee this sizable and complex initiative but also provides students with a year round office and staff to answer and address questions and concerns. The director is currently working with a CUNY-wide team of leaders to improve USIP locally and CUNY-wide.

SACC made significant progress in assessment. In addition to the in-house database that allows us to provide faculty and administration with specific data, redesigned log forms now show us specific topics/areas of difficulty within courses. By identifying these difficulties, the Center has become an even more vital resource for faculty and administrators to discuss effective teaching and learning practices.



The Bernard L. Schwartz Communication Institute

In late February, former Deputy Director, Mikhail Gershovich was appointed as Director of the Bernard L. Schwartz Communication Institute after a national search. Under his direction, the Institute continues to support 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, and Economics. After successful pilot programs the previous semester, the Institute also added support for advanced level courses in Management, Accountancy, Computer and Information Systems, and Marketing. In addition, the Institute is currently piloting programs of support in two jumbo History courses and an advanced Finance course with the hope of offering all three as official CICs in the fall of 2006.

The Institute also continues to organize and sponsor a number of co-curricular activities for students and professional development programs for faculty. Most notably, Institute personnel organized and staffed a three-part faculty development seminar for full- and part- time faculty teaching Great Works of Literature courses (ENG/LTT 2800 and 2850). Institute staff also collaborated with the Career Development Center and the Office of Advisement and Orientation on "Write Yourself Into a Job," an event prior to the Job Fair at which students worked on developing effective cover letters for their résumés. In addition, thanks to a new online registration system, the Institute was able to accommodate a much larger number of students with its ongoing CPE preparation workshops that supplement the material on Baruch's Interactive CPE Tutorial CD-Rom developed by the Institute, SACC and the Office of Advisement and Orientation.

On April 28th, the Institute will host its 6th Annual Symposium on Communication and Communication-Intensive Instruction entitled "What is 'Effective'?": Assessing Communication in Education and Business." As in previous years, the Symposium will bring together approximately 100 leaders in education and in business to engage in a uniquely intimate and productive discussion of communication-related questions salient to both educators and business professionals. This year, the Symposium will address ways in which both groups gauge effectiveness in communication; participants will consider the ways in which the practical implications of how we measure success in writing and speaking have impact on our efforts to foster effective written and oral communication in both academic and business settings.

Office of Institutional Research and Program Assessment

In our continuing efforts to provide the College with accurate and reliable institutional data we have standardized our reporting procedures with the addition of an updated website and a new electronic fact book. The fact book provides information on enrollment trends and student demographics for the past 10 years. The fact book will be become available after it has been reviewed for publication.

Over the past year, the Office of Institutional Research has greatly expanded the scope of its activities. This was made possible by the hiring of an assistant director. We have increased our level of support to administrative and academic departments in their efforts to develop student learning assessment plans. In the coming year, we plan to conduct workshops on assessment and evaluation and develop additional tools for measuring students' academic performance. 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;
- Coordinating external reporting (e.g. *US News and World Report*, *The College Board*, and *Princeton Review*); and
- Upgrading the functionality of our website and electronic fact book.

Baruch High School and College Now

A grant awarded by the CUNY Central Office to Baruch College and Baruch College Campus High School (BCCHS) provided opportunities for the growth of collaborative initiatives between the schools.

Let's Get Ready!, a college preparatory and SAT program, currently employs ten undergraduates to work as SAT coaches and college mentors for 73 BCCHS juniors in preparation for the college application process. The strength of the college's diverse student population allows us to assign a bilingual student to assist the high school with its goal of increasing involvement of its parents from the Chinese community. In addition, an undergraduate student with plans to pursue a degree in education provides instrumental support to the high school's college office, and three undergraduate Biology students are guiding laboratory exercises in the newly developed high school DNA workshop. Thus, while providing valuable support to the high school, the collaborative grant also has allowed for the development of meaningful employment opportunities for Baruch undergraduates.

In 2005-2006, approximately 185 students from 41 high schools enrolled in credit-bearing courses at the college. Students enrolled in dedicated sections of BUS 1000, FIN 3000, ECO 1001, and PUB 1250, and a select number of other undergraduate courses. New programs in Creative Writing, Spanish, and Biology were launched. Conferences for the Academy of Finance and Virtual Enterprises brought over 1300 high school juniors and seniors to the college. In April, the Virtual Enterprise National Business Plan Competition will bring teams of aspiring business students from seven states to the Baruch.

This year's College Now summer program aims to enroll 245 students from New York City public high schools. Students will have the opportunity to enroll in BUS 1000, COM 1010, ECO 1001, FIN 1601 LIB 1015, MTH 1052, MTH 2003, and PUB 1250 or to participate in a journalism workshop. In addition to the courses, students will participate in a variety of co-curricular afternoon activities, including creative writing, web design, athletics, and the arts.

We welcome Sheila Noorollah as the new Assistant Director of College Now and Collaborative Programs.

Academic Integrity Initiative

From February 21 – March 21 all members of the faculty and students were invited to take part in the assessment project sponsored by the Center for Academic Integrity at Duke University. Participation was in the form of an online survey, administered by Prof. Don McCabe of Rutgers University, whose research on opinions and practices related to academic integrity is regularly cited by the national media. Numerous forms of outreach were employed to encourage participation by as many students and faculty members as possible. A subcommittee of Baruch's Academic Integrity Committee took on the job of marketing the survey to the college community. This spring other subcommittees will be working on: creating a long range academic integrity plan based in part on the results of the survey; developing additional, discipline-specific plagiarism/A.I. online tutorials; reaching out to students; and enhancing the classroom climate to develop cheating-prevention strategies by encouraging respect for the work of each individual.

Faculty Development Seminars

In addition to the extensive panoply of events sponsored by individual departments and programs, five “Master Teachers” were invited to present on aspects of teaching and learning. Supported by the Baruch College Fund, the three Master Teacher workshops held through February have each drawn an average of more than 40 faculty members, including adjuncts. As a result of strong interest, one of the presenters, Ken Bain of NYU, will be returning in April to work directly with a group of faculty on their syllabi. Information and schedules for all of these may be found at:

<http://www.baruch.cuny.edu/facultyhandbook/FacultyDevelopmentSeminars.htm>

In addition to the Master Teacher workshops, the Baruch College Fund has provided support for faculty development related to teaching and scholarship as follows:

- Classroom Video Taping and One-on-One Consultations
- Travel to Attend Teaching Conferences
- Travel to Attend Assessment Conferences
- Peer Observation Consulting
- Accent Reduction Program
- Graduate Assistants
- Summer Support for Research Projects
- Travel to Attend Professional Conferences

International Faculty Development Program

This program, which enables international faculty 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.), continues to attract 8-10 members of the faculty (full-time, visitors, adjuncts, and doctoral students) each semester. In spring 2006, the IFDP created a book club open to all members of the faculty. The book for this semester is R. J. Wlodkowski and M. B. Ginsberg, *Diversity and Motivation: Culturally Responsive Teaching* (Jossey Bass: 1995). More than 30 members of the faculty are participating in discussions led by Elisabeth Gareis (Communication Studies) and Leigh Williams (Communication Studies).

Adjunct Development

The online Adjunct Handbook is an important resource for answers to questions about a wide variety of issues: <http://www.baruch.cuny.edu/facultyhandbook/adjunct/>. It is regularly the first or second item to appear in a Google search for “adjunct handbook.” Technology support for adjuncts is available in all aspects of teaching 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.

Sponsored Programs and Research (SPAR) Application/Awards Activity Report

In the fall of 2005, the Office of Sponsored Programs and Research completed personnel searches for a Post-award Administrator, and an Assistant Director for Pre-award Administration. Zolicia Abotsi was appointed as the new Post-award Administrator and Melisa Mendez accepted the position of Assistant Director.

In terms of dollars awarded, the mid-year leader for FY 05-06 was the School of Public Affairs with \$1,497,732, 41% of the total of \$3,652,417 (see below). This amount is slightly more than the total awards for the entire FY 03-04 (\$3,610,921). The un-audited awards for FY 04-05 totaled about \$4,400,000.

Mid-Year Totals for FY 05-06

School	Amount Awarded	Percentage
SPA	\$1,497,732	41%
CAPS	\$707,365	19%
ZSB	\$667,211	18%
WSAS	\$433,490	12%
Other	\$346,619	9%
Total	\$3,652,417	100%

For the first half of Fiscal Year 05-06, July 1 to December 31, 2005, the dollars requested and numbers of submissions were quite high. The leader in number of external submissions was the Weissman School with 10 (see below).

Mid-Year Submissions for FY 05-06

School	# of Proposals	Amount Requested
WSAS	10	\$2,524,487
SPA	6	\$1,397,558
ZSB	4	\$1,544,084
Other	3	\$61,104
CAPS	2	\$43,914
Total	25	\$5,571,147

Sidney Mishkin Gallery

The Mishkin Gallery's 2005-06 season opened with *Grabados Cubanos/Cuban Prints: Contemporary Visual Narratives* (September 23 to October 26), which was cosponsored by the Black and Hispanic Studies Department. These prints included a wide range of narrative visions from political and religious topics to humorous and whimsical themes. Five classes attended for talks and students came individually with assignments.

From November 11 to December 12, the gallery presented photographs taken in Afghanistan, Iran, Iraq, Syria, and Turkey in the exhibition *Journey to Afghanistan: Photographs from the 1930s* by Annemarie Schwarzenbach. Eight classes attended talks and many students came individually.

In Color: Recent Gifts to the Baruch College Collection (February 8 to March 8) featured paintings and photographs donated to the collection. Four classes attended for talks. The Mishkin Gallery will participate in the Russia Festival this spring with the exhibition *Contested Spaces in Post-Soviet Art: Russia Redux 2*. With a grant from the Trust for Mutual Understanding, the Gallery will bring ten of the artists from Moscow, St. Petersburg, and Almaty, Kazakhstan to New York.