

Baruch College General Faculty Meeting
October 19, 2006
MINUTES

The meeting was called to order at 12:50 p.m. in VC 14-220) by President Kathleen Waldron.

I. The following members of the Baruch faculty and staff were in attendance: (sign-in sheets).

II. Approval of Minutes: Minutes of the March 30, 2006, were approved without alteration.

III. Approval of Agenda: The agenda was adopted with no objections.

IV. General Faculty positions (Prof. Meir Lubetski):

- The new Parliamentarian is Jay Weiser (Law). Bill Ferns (S/CIS) was elected interim Secretary by assent.

V. Oral Report from President Kathleen Waldron:

Provost Search

- The search of a new Provost continues
- President Waldron thanked David Dannenbring, who continues to serve as Provost. He has been promoted to Senior Vice President and Provost by the CUNY Board of Trustees;
- The Provost's search will move into an active phase once again. The membership of the search committee is:
 - o Arthur Downing, Chief Information Officer (chair of the Search Committee);
 - o Charles R. Dreifus '66, MBA '73, Trustee, Baruch College Fund;
 - o Anthony Hernandez, Student;
 - o Richard D. Holowczak, Associate Professor, S/CIS and Director of the Wasserman Trading Floor and Subotnick Financial Services Center;
 - o Caroline Kasnakian, Assistant Professor and Training Director, Counseling Center;
 - o Elena Martinez, Professor and Chair, Department of Modern Languages;
 - o Terrence Martell, Saxe Distinguished Professor of Finance, Director of the Weissman Center for International Business, and Chair of the Faculty Senate;
 - o Glenn Petersen, Professor of Anthropology and International Affairs and Chair of the Department of Sociology and Anthropology;
 - o Ryan Alan Smith, Associate Professor, School of Public Affairs;
 - o Shoshanna Sofaer, Robert P. Luciano Professor of Health Care Policy, SPA;
 - o Seth Lipner (Law).
- So far, there are 35 new applicants for the Provost position;
- Many parts of the Campus were underrepresented at the open sessions with the candidates last Spring. All members of the faculty were encouraged to participate in the provost search this year in order to attract candidates.

Commencement

There will be two recipients of honorary degrees at this year's Commencement:

- William E. Macaulay, a 1966 graduate of the Downtown Campus (now Baruch College) of the City College of New York;
- Rossana Rosado, Publisher and CEO of *El Diario-La Prensa*.

Education Trust

- Last month, the Education Trust, an independent nonprofit organization committed to making schools and colleges work for all the students they serve, issued a report entitled "Promise Abandoned: How Policy Choices and Institutional Practices Restrict College Opportunities." The report sharply criticizes trends in federal, state, and colleges practices that discourage low-income and minority students from enrolling and graduating from college. Despite the perception of progress, the report says, gaps in college-going and college completion for poor and minority students are wider than they were thirty years ago. Baruch College was mentioned favorably in the report (<http://www.baruch.cuny.edu/educationtrust.htm>) as a college that is doing something right in both providing access to students and maintaining standards at the same time.

Finances

- The College has started the current 2006-2007 fiscal year in good shape. When the President first arrived at Baruch for the 2004-2005 academic year, the College was running a deficit of over \$2 million. Baruch has corrected that situation, is now in a steady state, and the budget for this year looks better.
- The CUNY Compact has been approved by the New York State legislature and signed by the governor, and Baruch will receive new \$2.4 million more in funding for this year. Almost \$2 million of that will be spent on academic areas.
- Round 2 of the Compact, for the 2007/2008 year, has started, and a new plan must be formulated. There is some concern that the new governor may wish to make some cuts that affect some of the funding. Using the Strategic Plan as a guideline, the proposals will focus on funds to hire new faculty and make investments in the Library;

Starr Foundation Grants

The Starr Foundation has given a \$5M grant to Baruch to provide co- and extra-curricular training. This is the largest foundation grant Baruch has received for this kind of activity. The College will receive \$2M the first year, and \$1M in matching grants for three successive years.

Master Plan

Baruch has not had a master plan for 20 years, since the 1986 plan that included the Vertical Campus. Baruch has until May 2007 for the new Master Plan's development, and has contracted a consulting firm to guide that process. The Facilities Committee will devise the plan. The focus to the plan will be the renovation of 17 Lex, but acquiring additional space will be part of the plan. AVP Jim Lloyd will report on the progress on the Master Plan's development at the March General Faculty meeting.

Strategic Planning

As called for in the College's Strategic Plan, a number of plans have been submitted by the faculty establishing new programs or expanding existing ones, including:

- the expansion of the MS in Financial Engineering
- the establishment of an undergraduate Journalism major
- the establishment of a formal pre-law advisement program.

New Capital Campaign:

The Office of College Advancement identified 200 potential donors and got feedback from them regarding Baruch's vision and strategy. A new capital campaign will start in the Spring, with a \$ 150M goal. The College anticipates having to cast a wider net because a relatively small number of donors gave so heavily in the first campaign. The College is building a database to track alumni who are capable of giving, but currently do not have an active connection to the College. Various alumni events such as Homecoming Weekend are being utilized to rekindle those connections, and the visiting alumni are impressed with the College's progress.

Morgan Stanley

The President and Dean John Elliott of the Zicklin School of Business visited the headquarters of Morgan Stanley for a Baruch alumni event. There are approximately 250 Baruch alumni working at the headquarters, and approximately 150 showed for the event. Many of the alumni had worked with each other but had not known they had also gone to Baruch. It was a good way to get alumni connected to the College.

Questions:

- Sabbaticals: Prof. Petersen (Soc/Anth) asked about the implementation of the sabbatical at 80% pay. The President responded that there is every intention to fund sabbaticals at 80% for 1 year, and 100% for ½ a year. There will not be funds to fulfill the sabbatical requests of all faculty. The College administration will construct a forecasting model on how many faculty requests can be supported. The University will fund the sabbatical and release time commitments, but the College will back that up.
- Adjunct Payroll: Prof. Gordon (Math) asked for a follow-up from a previous meeting about more prompt paycheck payments to adjuncts. Lis Robinson, the director of Human Resources (HR), reported that she is in the process of training her staff to be more responsive in this area, and asked that specific problems be brought to her attention (Liz_Robinson@baruch.cuny.edu) so that she can make sure they are fixed.

VI. Oral Report from Provost David Dannenbring:

PSC-CUNY Awards: 130 PSC-CUNY applications have been submitted—far more than have been in the past. The Provost thanks Melisa Mendez of SPAR for handling the increased application load.

College P&B:

- Eight faculty in the Weissman School of Arts and Sciences were re-appointed with tenure;
- Seven faculty in the Zicklin School of Business were re-appointed with tenure;
- Two full-year sabbaticals have been approved so far.

VII. Written Reports from other Officers:

These were already reported on line and are incorporated into the minutes.

Questions:

Admission Mix: Prof. Hansen (History) noted the report from VP of Student Affairs Corpus stated that the mix of freshmen to transfers coming to Baruch had shifted towards more transfers. The President said there was no plan to increase transfers, but there is a goal of keeping the College's FTEs at 15,700 students. The mix of freshman vs. transfer admits gives the College some control over this, and there is hope that the undergraduate FTE numbers will decrease slowly relative to the graduate enrollments. The President committed to having VP Corpus and AVP of Student Enrollment Services Murphy make a more formal report concerning the College's five year plan enrollment strategy in the next few months.

VIII. Unfinished Business

Elections to fill vacancies (Prof. Meir Lubetski):

- Faculty-Student Disciplinary Committee: Isolina Ballesteros (ModLang);
- Committee on the Library: Ingrid Zamfirescu, (Math)
- Committee on Financial Aid: Thomas Teufel (Phil)
- Committee on the Undergraduate Honors Program: Paula Walter (Law)
- Alternates to the University Faculty Senate: Tim Aubry (Eng) and Gloria Thomas (MKT)

All were elected by assent.

IX. New Business: None

A motion to adjourn was approved and the meeting ended at 1:54pm.

Respectfully submitted,

William J. Ferns, Jr., Interim Secretary

GENERAL FACULTY COMMITTEES 2006-2008

Committee on Committees

Elected for 2006-2010

Yochi Cohen-Charash (Psychology)

Meir Lubetski (Mod Lang)

S. Prakash Sethi (Management)

Elected for 2004-2008

Greg Chen (Public Affairs)

Christopher Hessel (Eco & Fin)

Morris Schwartz (CIS)

Committee on Collegiate Athletic Activities (3)

[Arie Harel \(CIS\) Committee Chair](#)

David Opderbeck (Law)

Ping Xu (Modern Languages)

William Eng, Athletic Director

Committee on Ceremonial Occasions (5)

Ruth Adler (Modern Languages)

[Angela Anselmo \(SEEK\) Committee Chair](#)

Carl E. Aylman (Student Life)

Victor Martinez (Eco & Finance)

Paula Walter (Law)

Committee on Educational Technology (6)

Rajarishi Nahat (Eco & Fin)

Kannan Mohan (Comp Tech)

Noriko Watanabe (Mod Lang)

Jay Weiser (Law)

[Daniel Williams \(Public Affairs\) Committee Chair](#)

Sonali Hazarika (Economics & Finance)

Art Downing BCTC ex officio

Jim Russell BCTC ex officio

Joint Committee on Research (2)

Tansen Sen (History)

Dov Waxman (Political Science)

Student-Faculty Disciplinary Committee (6)

Isolina Ballesteros (Modern Language)

Gayle DeLong (Eco & Fin)

Wayne Finke (Modern Languages)

Robert Freedman (ZBUS Dean's Office)

David Rosenberg (Law)

Sara Ryan (SPA)

Committee on Financial Aid (7)

Matthew Edwards (Law)

Sarah Ryan (SPA)

Peter Gutmann (Economics & Finance)

[Christopher Hessel\(Economics & Finance\) Committee Chair](#)

Rita Ormsby (Library)

Thomas Teufel (Philosophy)

John Yu (Modern Languages)

Committee on Undergraduate Honors**WSAS (4)**

Maria Andrade (Modern Languages)

Wayne Finke (Modern Languages)

[Susan Locke \(Psychology\) Committee Chair](#)

Robin Root (Soc/Anth)

ZBUS (4)

Suparna Chakraborty (Economics & Finance)

Osgur Demirtas (Eco & Fin)

Robert Freedman ((ZBUS Dean's Office)

Paula Walter (Law)

SPA (2)

David Hoffman (SPA)

Tom Main (SPA)

Committee on the Library (6)

Suparna Chakraborty (Economics & Finance)

David Cruz de Jesus (Modern Languages)

Judith Kafka (SPA)

Dov Waxman (Political Science)

Noriko Watanabe (Modern Languages)

Ingrid Zamfirescu (Mathematics)

Committee on Prizes, Scholarships & Awards (4)

Wayne Finke (Modern Languages)

Carmel Jordan (English)

Ali Nematollahy (Modern Languages)

Valerie Watnick (Law)

Secretary of the Faculty for the Academic Year 2006-2007

William Ferns (S/CIS)

University Faculty Senate (3)

Robert Freedman (ZBUS Dean's Office)

Bobbie Pollard (Library)

Barry Dumas (CIS)

Glen Albright (PSYCH) to fill the term of Cynthia Whittaker (2006-2007)

Alternates for University Faculty Senate (2)

Tim Aubry (English)

Gloria Thomas (Marketing)

**Report to the General Faculty
Spring 2007
President Kathleen Waldron**

Strategic Plan Implementation

It is one year since the College adopted the *Baruch College Strategic Plan, 2006-2011*, and I thought this would be a good time to give you a sense of the progress we have made against the plan. You may recall that in the Plan, we stated that building upon its history of excellence and opportunity, Baruch College will become an institution of prominence, recognized for the quality and affordability of its education that enables the rapid upward mobility of its diverse student body. We reaffirmed our commitment to the core values of quality, diversity, community, and integrity. And we set forth six overarching goals to guide us through the next six years:

- offer academic programs of exceptional quality;
- ensure the quality of the college experience for all students;
- create a vibrant urban campus;
- build a strong financial foundation;
- embrace a culture of service and accountability that produces excellence
- increase the visibility, recognition and involvement of the College in New York City, the region, the country and the world.

Academics

The Strategic Plan calls on each of the three schools to move toward enhancing their overall quality and reputation and focusing on specific academic programs. Over the past year the Zicklin School of Business produced strategic plans for improving its overall rankings; for enhancing the quality of the part-time MBA offering (currently a top 25-ranked program); and for the newly established Department of Real Estate. A formal strategy for the Stan Ross Department of Accountancy has also been developed.

In the Weissman School, the small but already high-quality graduate program in applied mathematics for finance, now renamed Financial Engineering, has produced an ambitious plan for growth. Marketing efforts such as a completely revamped website and outreach to the press have reaped a 30% increase in applications and a mention in the Wall Street Journal. Starting salaries for graduates of the program average over \$100,000, and an active and dedicated alumni group has self-organized with support from our Alumni Relations Office. We await reports from communications, journalism and psychology.

The School of Public Affairs has just completed its own ambitious strategic plan. In addition, the College succeeded in attracting the CUNY Demographic Institute to Baruch and under our leadership, to work closely with the New York Census Research Data

Center, opened here in September of 2006. A Center for Non Profit Strategy and Management was proposed to CUNY this month.

As you may recall, the College will also welcome a new chief academic officer this summer. James McCarthy, Dean of the School of Health and Human Services and Professor of Health Management and Policy at the University of New Hampshire, has been named Provost and Senior Vice President for Academic Affairs, pending confirmation by the CUNY Board of Trustees. A widely published authority on adolescent and reproductive health care and on demography, McCarthy served as Director of the Heilbrunn Center for Population and Family Health at Columbia University and in a similar position at Johns Hopkins prior to his appointment at UNH. We hosted a lunch for him on February 5th for the BCF and he will join full-time in June.

Student Affairs

In perhaps the most dramatic leap forward in achieving our goals, last spring the College received a \$2 million grant from the Starr Foundation – with the potential for an additional \$3 million – in support of programs that aid in the professional development of our students. The Starr Career Development Center has already brought on new staff to offer services that range from advising students who wish to pursue graduate studies to workshops on soft-skill development such as public speaking, interview skills and resume writing. Our enrollment management moves forward with outreach to some of the best high schools in New York City to recruit high performing students for our freshmen class. The entering class of fall 2006 had SAT scores averaging 1118, ten points higher than 2005 and 97 points higher than the national average score. Our goal of constantly improving the quality of students attending Baruch College moves forward.

Campus Environment

The College is creating a Campus Master Plan for facilities, a necessary preliminary step toward the renovation of the Lawrence and Eris Field Building at 17 Lexington Avenue. The Campus Master Plan is being conducted by an external firm, and directed by an executive committee comprised of both Baruch College and CUNY executives. We are guided in our efforts by the College Facilities Committee, a large group comprised of faculty, administrators, and students, who serve an advisory role to the planning process. Later this spring, many of you may be called upon to participate in focus group discussions. We anticipate that the Master Plan will be presented to the CUNY Board of Trustees in Fall 2007. The College's last Master Plan was produced in 1986, and resulted in our stunning Newman Library building and spectacular Newman Vertical Campus, so we are well aware of the impact on the future life of the College that this plan will have.

We continue to explore the possibility of a residence hall for students. Market surveys and polls of current students suggest there is significant interest, and CUNY is supportive as it has built a dormitory which opened at City College in fall 2006. Although a 500-person residence hall would house only a small fraction of our entire student body, and thus not negatively effect our commitment to traditional mission, we believe that it would

attract exceptional students and enhance the character of student extracurricular life. We are actively looking at several properties in the neighborhood and have identified financing mechanisms that would enable us to enter the housing market with very little financial risk.

Building a Strong Foundation

The Capital Campaign Feasibility Study was completed in fall 2006 to raise \$150 million over the next 5 years. A campaign steering committee comprised of Walter Barandiaran, Max Berger, Chris Cloud, Nadja Fidelia, Larry Field, Sandy Kovan, Joe Leone, Bill Newman, Dov Schlein, Larry Simon, Kathy Waldron, Sandy Wasserman, and Larry Zicklin met four times and developed a campaign case statement, a plan and a timetable. Vice President Christopher Cloud gave a presentation to the faculty senate about the campaign. We are pleased to announce a new \$20 million gift to start the campaign.

Increasing Visibility

Karen Gourgey, Director of Baruch's Computer Center for Visually Impaired People, was granted a patent this fall for her technology breakthrough the Talking Tactile Tablet, an interactive computer peripheral device that visually impaired people can use. The "touch and talk" technology requires no knowledge of Braille, nor any prior computer knowledge. The device is modestly priced and is expected to be widely used by schools for the visually handicapped and others. Gourgey was interviewed by New York Times for a November 2, 2006 segment on the nytimes.com podcast series "Tech Talk."

The magazine *Campus Technology*, in a piece on best practices in campus connectivity, featured our CIO, Arthur Downing, and Baruch's partnership with Rave Wireless, "Air Baruch," a collection of cell-phone accessible applications for academic-oriented uses. The software allows students to use cell phones to check the availability of loaner laptops and study rooms, receive text messages about class changes or cancellations, and to join groups to correspond with students with similar academic interests.

A televised program for national public television called CEO Exchange will be taped on March 14, 2007 in Mason Hall featuring Sir Howard Stringer, CEO of SONY, and Brad Anderson, CEO of Best Buy, and moderated by CNN journalist Jeff Greenfield. Dean John Elliott appeared on CNBC in December 2006 and several faculty from all schools appeared as experts in numerous press articles and radio spots. Over the next few months, we will identify several faculty who will be provided with media training to appear on television news shows to enhance the image and name recognition of the College.

On January 31 to the Women's City Club of New York I gave a presentation entitled "Diversity in the Corporate Workforce: Encouraging it, Training for it and Supporting it"; and I will give another presentation at the opening session for the Conference Board's Annual Diversity Conference: *Rhythms of Our World: Examining and Honoring Our Uniqueness and Multiplicities* in San Diego on March 29, 2007. We also anticipate an

article under my byline to appear in the Spring issue of *Diverse: Issues in Higher Education* magazine.

Administration and Finance Search

We continue to make rapid progress in the search for our next Vice President for Administration and Finance. As you know, Rob Specter will stepped down on February 15, to assume the position of Vice President of Finance at the University of Delaware.

The search committee is chaired by David Birdsell, Dean of the School of Public Affairs, and includes Luz Liebeskind (Baruch College Fund), Liz Robinson (Human Resources), Harry Rosen (Management Department), Ben Rohdin (Weissman Dean's Office), David Shanton (College Advancement), Corlisse Thomas (Student Affairs), and, ex-officio, Mary Gorman Hetherington (President's Office). The position was advertised widely in both financial and higher education outlets and we received over 70 applications for the position.

Four finalists were brought to campus during the month of February, and all members of the Baruch College community were invited to meet with them during open forum sessions. In addition, the finalists met with the president's cabinet, the direct reports from within the Administration and Finance division, other senior managers from across the College, department chairs, center directors and faculty senate representatives, and members of the Baruch College Fund executive committee. I am grateful for the thoughtful feedback I have received and look forward to announcing a new vice president shortly.

Office of the Provost General Faculty Report Spring 2007

Joint Committee on Curriculum and Articulation

In its role as Baruch College's assessment committee, the Joint Committee developed and administered an inventory of writing assignments offered across the college during the fall 2006 semester. Members of the faculty were asked to answer a series of questions about the length and type of writing assignments in their classes, the nature of the feedback they provide, and whether students have the opportunity to revise their work. Results were obtained for more than 35% of the classes offered in fall 2006. The Office of Institutional Research is working with the Joint Committee to analyze the results. We expect to have preliminary findings available soon.

The Joint Committee developed a series of recommendations about grades and grading policies that will be offered to the school curriculum committees for their consideration in spring 2007.

Academic Integrity Initiative

The college's Academic Integrity Committee organized a CUNY-wide conference for March 9, the Friday of Ethics Week 2007. The goal is to promote vibrant discussion among students, faculty, and administrators about issues of integrity across the university. Participants are invited to discuss their ideas and strategies for engendering ethical campus communities. Lawrence Simon, (Baruch BBA '65), Vice Chairman, Ivy Asset Management Corporation and Trustee of the Baruch College Fund, will deliver a keynote address entitled "Integrity: A Paradigm for Today's World."

At the December plenary session of Baruch's Faculty Senate, Prof. Don McCabe (Rutgers University), the principal investigator of the assessment project of the Center for Academic Integrity, discussed the results of Baruch College's participation in March 2006 in the assessment project.

Faculty Development

BCF Funding. As announced in fall 2006, for the 2006-2007 academic year the Baruch College Fund has again provided generous support of \$500,000 to our faculty for research and teaching. \$350,000 will support research, with \$220,000 allocated for travel to professional conferences, \$55,000 for graduate assistants, \$55,000 for summer research support, and \$20,000 for purchase of data sets for research. Allocations of these funds flow from the deans, the VP for Enrollment Management, and the Chief Librarian.

\$150,000 of the total is allocated by the Provost's Office in support of teaching, including support for travel to attend conferences focused on teaching or assessment, support for in-house workshops on teaching and assessment, the international faculty development program described below, and the Master Teacher Series. Four "Master Teachers" have presented so far, with two scheduled later in March and April. Interest has been very strong, especially among members of the adjunct faculty. Information and schedules for all of the workshops, as well as those sponsored by individual departments and programs, may be found at:

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

International Faculty Development Program (IFDP). Supported by the BCF Faculty Development grant, this program 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.). 8-10 members of the faculty (full-time, visitors, adjuncts, and GTFs) participate each semester.

In spring 2006, the IFDP launched the Baruch College Faculty Book Club. More than 30 members of the faculty participated in discussions. In spring 2007 more than 50 faculty members have signed up to participate. This year's volume is Donald L. Finkel, *Teaching with Your Mouth Shut* (Boynton/Cook, 2000).

Adjunct Development. The strong showing by members of the adjunct faculty at events in the Master Teachers Series and other faculty development workshops suggests a greater level of engagement than in previous years. Adjuncts continue to receive regular e-mailings about these and other events on campus and to use our online Adjunct Handbook, an important resource for answers to questions about a wide variety of issues: <http://www.baruch.cuny.edu/facultyhandbook/adjunct/>. With about 1,000 hits per month, the handbook is regularly the first or second item to appear in a Google search for "adjunct handbook."

Mishkin Gallery

Students from fourteen classes across the college, visited the Mishkin Gallery's November-December exhibition *Flash Points: A Focus on Global Trauma*. This timely exhibition included photographs documenting global violence and disease, including pictures documenting the trauma of child soldiers in Sierra Leone and Northern Uganda. This topic has recently been written about in the *New York Times* and featured in the movie *Blood Diamonds*. Photographer Candace Scharsu gave several talks to Baruch classes about the continuing violence in Africa. These first-hand accounts astounded many students, who knew little about what was happening in Africa. The September-October exhibition, *Robert Richenburg: The Path of an Abstract Expressionist* was visited by five classes.

The spring semester will begin with *Oscillating Impulses / Pulsiones Oscilantes: Contemporary Mexican Prints* in February, which is co-sponsored by the Black and Hispanic Studies Department. In March-April the gallery will feature a selection of photographs from the Ewing Galloway Archives.

Student Academic Consulting Center (SACC)

Tutorial Services. SACC continues to strengthen its staff and services by furthering collaborations with numerous departments and programs:

- Math and writing coordinators continue to work closely with our tutors and liaise with their departments to assure that all academic support initiatives are well designed and smoothly implemented.
- SACC continues to collaborate closely with the College's Writing Center
- In the fall 2006 semester, 8 senior tutors worked closely on a weekly basis with 83 students from MTH 2003 Z-sections. Faculty members wrote weekly quizzes

administered by SACC tutors. Students participating in Z-section tutoring passed at a rate of 76%, significantly better than for the comparison group.

- In its second year, SACC trained GEAR UP tutors from seven CUNY colleges (35 tutors work in-class with middle school students).
- Working with College NOW/Let's Get Ready program, SACC trained Baruch tutors to prepare high school students for the SATs.
- As part of the Campaign for Student Success, SACC created a *6 Easy Steps to Learn How to Learn Math* brochure (soon to be distributed campus wide). The brochure describes math study skills and our new math consultant services soon to be offered in the spring semester.

SACC certified 43 tutors at CRLA levels 1, 2, and/or 3 during fall 2006 under the auspices of the nationally recognized College Reading and Learning Association.

Skills Immersion Program

SACC continues to oversee Baruch College's Basic Skills Immersion Program and is working closely with the Math and English departments to develop a more academically centered and effective program. A newly-developed curriculum will be phased in beginning this summer. SACC is collaborating with all offices instrumental to immersion to build transparency and a clear and unified procedure that limits confusion for incoming students and prepares them for success.

In January 2006 the Immersion Program offered two sections of FSPE 0132 (Writing) and one section of FSPE 0017 (Reading), serving 39 students. Each section was staffed with two SACC tutors who provided additional instructional support in various capacities both within the classroom and after class hours. The pass rate for Writing students was 68%; the pass rate for Reading students was 40%. Because of this latter statistic, SACC is forming a working group with various department heads and outside experts to develop an immersion course that combines the skills of reading, communication, and critical inquiry to further support incoming non-native students.

SACC piloted a Math 2003 Pre-calculus math study skills workshop targeting students who dropped Math 2003 in the fall. The workshop covered fundamentals and taught students how to apply Math study skills to subsequent courses.

Baruch Computing and Technology Center (BCTC)

Classroom Response System ("clickers"). The Instructional Technology division of BCTC now offers faculty the opportunity to use a classroom response system, commonly known as "clickers", as part of their instruction. The system enables a faculty member to survey students during lectures with results displayed immediately within PowerPoint. More than twenty classes used the service during the fall 2006 semester, including courses in economics, communication studies, law, and psychology. The School of Public Affairs used the technology to obtain audience responses during one of its events. Student and faculty reaction has been favorable. The *Ticker* published an article about the service due to positive reports from students. Faculty who are interested in scheduling the use of clickers in the classroom should complete the media services request form on the college's web site.

eMail Storage Increased. The storage limit in Lotus Notes for faculty and staff has been doubled to 140 MB. Plans for a major upgrade to the mail system, including a larger storage capability, are in development.

Productivity Award. A group of Baruch College staff received the 2006 CUNY Senior Vice Chancellor's Productivity Team Award for a database application that matches qualified students with available scholarships while tracking the availability of funds and producing notification letters. The application was developed collaboratively by the BCTC, College Advancement, and Financial Aid.

SPSS Upgraded. Through funds provided by President Waldron, the college has acquired a license for 50 concurrent users of SPSS v. 15. Faculty members should contact their school technology coordinator for access to the software and documentation.

Save the Date: April 13, 2007. The college's annual Teaching with Technology conference will be held on Friday, April 13. Professor Glenn Albright, the conference organizer, will post the program soon. The conference will include presentations from recipients of the Teaching-with-Technology Grants that were awarded to Baruch faculty last May.

Newman Library

10 Millionth Visitor. On Saturday morning, Feb. 3, 2007 Sandra Younger, a Baruch College undergraduate, walked through the turnstile at the Newman Library marking the ten millionth visit to the library. In honor of this milestone event, Ms. Younger received a \$1,000 gift certificate to the Baruch College Bookstore at a celebration in the library on February 8. In anticipation of the 10 millionth visit, the library posted an online trivia quiz that tested students' knowledge of the library. Five names were selected randomly from those who answered all the questions correctly to receive an Apple iPhone: Harrison Adler, Siddharth Bajaj, Christian Drankwalter, Tharinya Phinphattrakun, and Joel Ramos. Apple will ship the phones after June 1 and we will pre-configure them for AirBaruch.

Library Catalog Access Via Cell Phone. The library released the first catalog search tool designed for a cell phone. The service is available exclusively on AirBaruch, but will be shared with other libraries across the country. Rave Wireless, Inc. developed the application at the request of the Newman Library.

Sponsored Programs and research

For the first half of Fiscal Year 06-07, July 1 to December 31, 2006 the dollar value of research proposals requested was significantly increased in comparison to last year.

External Proposals Submitted

School	# of Proposals	Amount Requested
WSAS	10	\$ 2,258,340
SPA	4	\$ 7,638,268
ZSB	4	\$ 1,367,482
Other	3	\$ 398,809
Total	21	\$ 11,662,899

Baruch College faculty submitted the most PSC/CUNY applications of all CUNY Campuses in FY07. In comparison to last year, Baruch submissions increased by 78%.

PSC Submitted Applications (Cycle 38)

School	# of Proposals	Amount Requested
WSAS	74	\$ 393,760
SPA	19	\$ 102,332
ZSB	47	\$ 271,548
LIBRARY	4	\$ 19,974
Total	144	\$ 787,614

Grants and contracts awards from all units totaled \$2,888,535 through the first half of the fiscal year. Compared to the same period last year, the number of awards rose from 46 to 55, however, the dollar award value decreased by about \$700,000. The unaudited total awards for FY05-06 were \$5,175,054.

External Proposals Funded (6months)

School	Amount Awarded	Percentage
SPA	\$1,285,240	44%
CAPS	\$424,112	15%
ZSB	\$384,893	13%
WSAS	\$315,247	11%
Other	\$479,043	17%
Total	\$2,888,535	100%

Joint Committee on Research

In the Fall 2006 semester, the Joint Committee on Research conducted a College-wide survey of all faculty to determine the needs and priorities of faculty for conducting research as well as their perceptions of the current state of research resources available to them. The survey was conducted online through an email invitation to all faculty members. A total of 152 faculty members of all ranks and from all schools responded.

In the Spring 2007 semester, a detailed report with an analysis of the results of the survey will be submitted to the President's office as well as to the schools' Deans, along with specific recommendations by the Joint Committee on Research on how the research environment at Baruch College can be improved. The report and recommendations will be made available on the Joint Committee on Research's website (<http://www.baruch.cuny.edu/grants/JCR.htm>).

College Now

In 2006-2007, 321 students from fifty-three high schools enrolled in credit-bearing courses at the college. Students enrolled in dedicated sections of Business, Micro-Economics, Personal Finance, Principles of Finance, French I, Financial Mathematics, Calculus I, Calculus II, and a select number of undergraduate courses. Additionally, 100 students enrolled in Art, Creative Writing, Spanish, and Research classes, earning credits toward their high school graduation requirements. The Academy of Finance and Virtual Enterprises student conferences brought

over 1100 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 college.

The newly established STEP Academy (to encourage high school students from underrepresented groups to pursue careers in science and technology) received over 100 applications for admission and will enroll its first class of sixty students. We welcome Brian Kane, Assistant Director, Science and Technology Entry Program (STEP).

Plans are underway for the 2007 College Now summer programs. We look forward to enrolling approximately 250 students in a range of college credit courses and co-curricular activities in athletics and the arts.

Baruch College Campus High School

A grant awarded to Baruch College and Baruch College Campus High School from 80th Street continues to provide the opportunity for the growth of collaborative initiatives. With the support of this collaborative funding, seventeen Baruch undergraduates are working in leadership positions at the high school. *Let's Get Ready!*, a college preparatory and SAT program, currently employs twelve undergraduate students as SAT coaches and college mentors to work with fifty-one Baruch High School juniors in preparation for the college application process. Drawing on the strength of our diverse student population, a bilingual student is continuing to assist the school with its goal of increasing parent involvement from its Chinese community. Furthermore, an undergraduate student with plans to pursue a degree in education is continuing to provide instrumental support to the College Office, and three Biology students are guiding laboratory exercises in the newly expanded high school DNA workshop. In addition to providing valuable support to the high school, the collaborative grant has allowed for the development of meaningful employment opportunities for Baruch undergraduate students.

Writing Center

A search for a full time director of the Writing Center was recently concluded with the appointment of Maria Jerskey. The Writing Center continues to expand in its mission to help student writers identify and address areas which need to be strengthened so they can become confident and versatile writers. These areas include writing skills, English language issues, and a familiarity with academic expectations and academic integrity. During the fall semester, nearly 1,000 students worked with consultants during 1,325 sessions. These students came from 118 different courses including 90 from WSAS, 23 from Zicklin, and 5 from SPA.

Online Session Reports. Students now have online access to the same session reports that faculty receive through the Writing Center's online appointment and tracking system. These reports are confidential. Students are encouraged to become familiar with their specific strengths and weaknesses as writers and to actively participate in seeking the kind of support and instruction they need from faculty members and writing consultants.

Writing Workshops. Nine writing workshops have been developed in response to student and faculty input. As consultants facilitate the workshops, students look closely at their own writing assignments, consider faculty feedback, and are directed to specific support materials, especially

Keys for Writers. They focus on using tools and strategies during the writing process, addressing specific issues in language and grammar, and using sources. Writing process workshops include getting started on an assignment, developing paragraphs into essays, revising, and writing an argument. Language and grammar workshops will address sentence level errors and first language interference. Workshops on using sources include integrating sources, citation and documentation, and how to avoid plagiarism. Students can sign-up for workshops through the Writing Center's website.

Face-to-face and online sessions. In an effort to address the learning needs of all undergraduates at Baruch College, including those who may not be able to physically attend appointments during open hours, the Writing Center has made available online consultations which can be carried out in live chat mode or asynchronously as e-mail. All appointments are made through the Writing Center's website.

Faculty Consultation and Collaboration. Faculty are encouraged to send their writing assignments to the Writing Center and to refer students for specific work; they are welcome to contact consultants with questions or feedback about student session reports they receive; and they may also work with writing consultants on designing effective writing assignments and giving effective feedback. The Writing Center continues to welcome class visits to the Writing Center. Consultants are also available for classroom visits upon request.

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. To date, we have assisted in the development of measures to assess students' written and oral communication skills in the Business School and the School of Arts and Sciences. This past fall we surveyed faculty to find out about the nature, extent and types of writing assignments that students are exposed to across the curriculum and throughout their college experience at Baruch. At the beginning of this spring term Vanessa Vacchiano joined our staff as Assessment Coordinator to assist in the development and implementation of College-wide assessment initiatives.

Over the past year, 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. In addition, the Office has developed a hierarchical linear model that can be used to predict the first-year GPA of freshmen students.

The Office 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; and
- coordinating external reporting (e.g. US News and World Reports, The College Board, and Princeton Review)

The Bernard L. Schwartz Communication Institute

In the fall semester, 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.

Working with the Joint Committee on Curriculum and Articulation, the Institute collaborated with a number faculty and administrators to create a new set of guidelines for the development of CICs which have since been approved by the curriculum committees of the WSAS, ZSB and SPA. The new basic guidelines for CICs are:

- 1) A central objective of a CIC is the improvement of students' written and/or oral communication skills.
- 2) The course's syllabus will include substantial written and/or oral assignments as an integral part of the course's curriculum.
- 3) Writing assignments and/or oral presentations will be guided by the appropriate learning goals for communication skills as well as by the learning goals of the course.
- 4) The instructor and/or consultants will provide substantial feedback on the students' written and/or oral work, and the students will have opportunities, as appropriate to the course design, to revise written work based on that feedback.

In the fall semester, the Institute sponsored a number of professional development programs for faculty. Based on the success of last Spring's faculty development seminar for full- and part-time faculty teaching Great Works of Literature courses (ENG/LTT 2800 and 2850), Institute staff conducted another such seminar for the fall semester as well as 2 similar programs for Anthropology/Sociology faculty. The Institute was likewise instrumental in planning a similar program for English faculty teaching introductory composition courses. In addition, as part of the Institute's work within CUNY's Writing Across the Curriculum (WAC) initiative, Institute staff has begun working with BCTC on facilitating faculty use of weblogs as an additional medium for student writing. We sponsored a very well attended faculty development luncheon for faculty interested in incorporating weblogs or related instructional media into their courses on November 1st and are planning two additional luncheons of this sort for the Spring semester. We are likewise planning a number of co-curricular programs for students. One on composing résumé cover letters is scheduled for March 15th.

Over the course of the fall semester, the Institute conducted a national search for a Deputy Director who will help manage the rapid growth of the Institute. Suzanne Epstein, a graduate of Baruch's Masters Program in Corporate Communication and currently a faculty member in the College's Communication Studies department, will assume the duties of the Deputy Director after the end of classes in May.

The Institute's 7th Annual Symposium on Communication and Communication-Intensive Instruction is scheduled for April 27, 2007. Titled "New Rules: Convention and Change in Communication," this year's Symposium will provide a unique, interactive venue for educators and business professionals to engage in a productive dialogue on the changing rules and conventions that shape our understanding of what constitutes successful communication in

academic and business settings. The Symposium will once again consist of round table discussions and will feature keynote presentations by William C. Taylor, a founding editor of Fast Company Magazine and co-author of *Mavericks at Work: Why the Most Original Minds in Business Win* and Chris M. Anson, Professor of English and Director of the Campus Writing and Speaking Program at North Carolina State University.

Continuing and Professional studies

CAPS Goes Online. CAPS has gone online this year with the adoption of the Moodle learning management system for its Online Learning Center (OLC). The initiative was launched in January of 2007. Faculty now have the OLC system to support traditional classrooms. Hybrid and fully online courses will begin in the Fall 07 semester. Currently, the system is used to facilitate external communications for and with students, and for the dissemination of course packets, syllabi and assignments. Many faculty also use the system to assist in group work, quizzes and the presentation of projects and portfolios.

Inside the Executive Suite. While Inside the Executive Suite began in the fall of 2005, we have expanded the program to offer events monthly. This year's guests included Sir Martin Sorrell, founder and CEO of WPP, Robert Greifeld, President and Chief Executive Officer of The Nasdaq Stock Market, Sam DiPiazza, CEO of PriceWaterhouseCoopers, and Michael Critelli, Chairman and CEO of Pitney Bowes Inc. A DVD is available of the events for Baruch faculty classroom use. Faculty, employees and students from across Baruch have joined our events and we look forward to seeing more in March and April.

International Trade Certificate Program. The Division of Continuing and Professional Studies and Baruch's Weissman Center for International Business have successfully partnered to offer programs in International Trade Operations and Procedures. Courses began in the fall 2006 semester and have more than doubled for the spring. Students may take individual courses in over 25 topics or select from 5 certificates. No other comparable program is available in the New York region and we are on track for becoming a leading provider for the industry.

Instructional Design and Corporate Training. The spring 2007 semester marks the beginning of a new center within the CAPS division. We now offer a broad array of courses targeting corporate trainers and HR professionals. The new courses will offer instructional design programs for both traditional and online education. The program has also fostered several new corporate training initiatives for contracts and partnerships.

Arts, Culture and Humanities. Beginning summer 2007 the new Center for Arts, Culture and Humanities will be offered for the first time. Courses will range from a Sommelier Series to Sociology, to jewelry design, to digital photography. The new center targets New Yorkers interested in taking courses for personal interest.

Zicklin Language Support Courses. In collaboration with the Zicklin School of Business, CAPS has created new business English courses to target MBA and MS non-native English speakers' needs in writing, oral communications, grammar and pronunciation. The goal of these courses is to help students improve their language skills so that they perform more successfully in their business classes and at their current and future jobs.

CCVIP Programs and Initiatives

Talking Tactile Tablet Awarded U.S. Patent. The following is a reprint of an article from *CUNY OAA Research Newsletter*, February 2007:

Dr. Karen Gourgey, Ed.D., Director of Baruch's Computer Center for Visually Impaired People (CCVIP), always knew that the Talking Tactile Tablet was breakthrough technology, but it was a triumph to have it confirmed by the U.S. Government Patent Office.

"The patent adds value to your device and protects your innovation," Gourgey stated. The patent process took five "arduous" years, but on Sept. 12, 2006, she and Steve Landau of Touch Graphics were jointly awarded a patent for the TTT, an interactive computer peripheral device that visually impaired people can use for learning, for example, the geography of African countries, the geometry of Euclid, and many mathematical concepts.

The TTT features standard controls, conceptually analogous to the toolbar on Microsoft Windows. This makes it versatile and simple to use. Moreover, its "touch-and-talk" technology is easily learned – no knowledge of Braille is required and neither is computer knowledge necessary. The device is priced at \$699, with the hopes that it will be widely used by schools for the visually handicapped and potentially, by others, such as ESL students, who could benefit from its audio-tactile teaching methods.

Most importantly, the TTT's applications as a teaching tool can be almost infinitely expanded through the use of an "authoring device" that permits teachers to create their own diagrams and add their own audio narratives. Gourgey reports that the TTT with this customizing feature is already in use in Norway, Spain, England, Germany, France, and Japan as well as locally – for instance, in the Smithsonian and New York's Lower East Side Tenement Museum.

One of the first applications of the TTT has been in the area of applied statistics. Using the new technology, students learned basic statistical concepts and applications, including statistical graphs and charts, measures of center and variation, correlation, regression, probability, normal distribution, and inference testing.

Baby Boomers and Beyond. CCVIP has created a new strand of course offerings called "Baby Boomers and Beyond," to offer computer training with assistive technology to the over 55 set. We have begun to serve the segment within this group who are computer savvy people experiencing mild to moderate visual loss, and so benefit from quick and targeted intervention. We have brought in over \$400,000 in external funding for this program.

Baruch College
Office of College Advancement FY 2007 Goals & Objectives

Respectfully submitted for the:
Baruch College General Faculty Meeting – Spring 2007

The Scope of OCA/OCM Activities

The Office of College Advancement (OCA), including the Office of Communications and Marketing (OCM), is responsible for the institutional fundraising, alumni, government and community relations, communications, advertising, Executives on Campus, publicity and marketing initiatives for Baruch College. OCA works to build resources for Baruch, articulate and communicate the College's vision to our external constituencies and generally support our strategic goals by securing the short and long-term financial resources necessary for success.

Fundraising

A core activity at OCA that occupies two thirds of the personnel is raising money to benefit Baruch College through our supporting foundation, the Baruch College Fund. OCA completed the feasibility study for, and secured final approval for, a nine-figure campaign at Baruch that is presently in its "silent phase". We have goals to raise \$30 million in campaign gifts by the end of the fiscal year, \$50 million by the end of calendar 2007 and \$75 million by the end of FY08. By this time next year we should be in a position to forecast the expected date of the public announcement of our campaign. Until then our campaign announcements will be internal only.

Much activity in OCA has been geared toward the preparation for the campaign. This work includes meetings with the Campaign Planning Committee, recruitment of a Campaign Executive Committee, evaluation of leadership gift prospects, and initiatives to increase the number of new donors coming to the college through our direct mail and telefund outreach. As of this writing our first, major campaign gift asks are scheduled and moving forward.

In addition to campaign fundraising our usual fundraising outreach, direct mail, telefund, annual fund, major gifts fundraising and corporate and foundation outreach have raised over \$7 million in restricted and unrestricted cash collected this FY to date with another \$5 million in pledges due this fiscal year. We are delighted to be honoring Larry Simon, Chairman of Ivey Asset Management, as our alumni honoree at the upcoming 18th Annual Bernard Baruch Dinner. Richard Corbin of Abbott Laboratories, who has worked tirelessly advancing the careers of Baruch students, will also be honored. The dinner will be held on April 25, 2007 at Cipriani on 42nd Street in Manhattan. We have raised a quarter of a million toward the dinner to date and anticipate a big success.

Additional fundraising goals and initiatives for FY 07 include

- Solicit the Baruch College Fund Trustees for campaign gifts
- Collect at least 90% of the outstanding pledge payments due in FY 2007.
- Manage the 2007 Bernard Baruch Dinner with a gross goal of \$1 million
- Raise \$2,000,000 in unrestricted major and +\$5,000 gifts
- Raise \$250,000 total in gifts at the \$1,000 to \$4,999 level
- Raise \$375,000 in direct mail and telefund giving
- Raise over a million dollars in corporate and foundation support while substantially increasing the number of proposals submitted
- Build a more vibrant reunion class giving program

Communication & Marketing

Led by Carol Abrams the Office of Communications and Marketing worked on over 50 projects at Baruch last calendar year, providing creative and strategic services and working to sustain a consistent and effective brand image for Baruch and to increase its visibility and recognition. The group recently produced the 2005-2006 Annual Report of the Baruch College Fund and has worked actively on the case statement for the upcoming campaign. You may notice that Baruch's Alumni Website has enjoyed a significant upgrade due to the work of our Communications and Marketing professionals. The home page of the Baruch website is our next upgrade project.

Other highlights promoted by our marketing efforts include:

- President Waldron made a presentation on January 31 to the Women's City Club of New York entitled "Diversity in the Corporate Workforce: Encouraging it, Training for it and Supporting it".
- On February 8, 2007 there was a televised interview in the Engelman Recital Hall on leadership development that was led by Stephen H. Baum. Michael J. Critelli, Chairman and CEO of Pitney Bowes Inc., joined Baruch for this edition of "Inside the Executive Suite".
- A televised program for public television called CEO Exchange to be taped Wednesday, March 14 in Mason Hall featuring Sir Howard Stringer, CEO of SONY, and Brad Anderson, CEO of Best Buy.
- On March 29, 2007 President Waldron will present in San Diego at the opening session for the Conference Board's Annual Diversity Conference: *Rhythms of Our World: Examining and Honoring Our Uniqueness and Multiplicities*.
- Four presentations from the Zicklin Center for Corporate Integrity corporate governance series called "Are You and Your Board Ready for Transparency?"

Strategic Partnerships

Strategic Partnerships had a big success in bringing in the \$2 million C.V. Starr gift this January to build a scholarship fund for Baruch students who want to study abroad. On Tuesday, February 6 Strategic Partnerships hosted a reception at the Con Ed headquarters in Manhattan to celebrate the over 120 Baruch Alumni at Consolidated Edison. This event is part of a very successful series of alumni receptions that have included Morgan Stanley, Ernst & Young, PriceWaterhouse, CIT and others. Arranged by Donna Haggarty, these receptions enable our alums to reconnect and get an updated update on events at the college. They also help us cement relations and build momentum for both fundraising, volunteer activity and career development.

Alumni Relations

Under the leadership of David Shanton and Lisa Poullard-Burton the Alumni Relations Office has completed a two-year outlook calendar for Alumni Relations events that includes 44 different events over 24 months with events planned every calendar month except December. The two-year plan improves our balance of events on the calendar, allows us to reserve optimum dates well in advance and allows us to plan on a more continuing basis rather than a point-and-shoot event planning fashion. Learning from the experience of reunion 2006, we have crafted detailed execution calendars for both the 2007 and 2008 class reunions in order to enforce early notifications of dates, committee meetings and the activity run up to each reunion.

Our ability to reach out and engage Baruch alumni is increasing significantly year by year. In the past two years we have increased our number of alumni e-mail addresses on record from 19,000 addresses to 33,000. These addresses allow us to send update e-mails to thousands of alums. These are drafted and sent out every two months.

Executives on Campus

Under Marilyn Kahn's leadership EOC continues to enjoy terrific growth as it provides direct and applied mentorship for hundreds of Baruch students and helps them on their path to success. Since last year this time we have grown from 2,089 instances of student participation in the semester to 2,600 students participating this last semester, an increase of 19%. Last year at this time, there were 189 executives working with our students and this past semester there were 299, an increase of 36%. This coming semester we are holding 4 more business networking events for grads and undergrads, practicing soft skills associated with networking and personal pitches. Our Burton Kossoff lecture series will feature Richard Parsons on March 21st at 9am in VC 14-220 in an interview format lead by Dean Birdsell.

**Student Affairs and Enrollment Management
Report to General Faculty
Spring 2007**

Academic Advisement and Orientation

The advisement staff continues to provide academic advisement to all undergraduate students, with the exception of students in the Honors Program and SEEK Program. Advisement is available by appointment; on a walk-in basis and through e-advisement. Advisor Faraz Khalid, is currently working on a Blackboard Site for the Center. This year we are also looking forward to restarting our Peer Advising Program.

This semester advisors Phillip Hogue and Gloria Paulus will pilot a retention program (45 students) using the *On Course* model. *On Course* uses learner-centered strategies to increase student success. The pilot is funded through a retention grant. The advisement staff will continue its "Student Towards Success Program" which targets second semester freshman in academic jeopardy.

In March, The Center will sponsor three important programs. On March 1, 2007, the Center in conjunction with the Graduate Offices of the Zicklin School of Business, Weissman School of Arts and Sciences, and the School of Public Affairs will host a Graduate School Information Session. The goal of the event is to make students aware of the requirements of the graduate school application process and provide general information about graduate school. On March 22, 2007, the Center in conjunction with the Weissman School of Arts and Sciences will host a Tier Three Minors Fair. The goal of the fair is to promote the Tier Three minors available at the College. On March 29, 2007, the Center will host its 4th Annual Information Fair. Freshmen are invited to meet representatives from 15 different student service areas and departments. The fair allows students to find out information and speak to department representatives in a "one- stop shopping" environment.

Dixon Berry of BCTC designed a Student Intake and Scheduling System (SISS) for the Center. This system allows the Center to track the use of its services. The data gathered from the system will allow the Center to better meet the needs of its students in planning and scheduling. The system has a scheduling component which allows each advisor to view their daily schedule at a glance on their desktop. It also produces a user-friendly and immediate "contact sheet" summarizing the student's visit to the Center.

In the fall, the advisement staff had several Student Degree Audit Workshops. The goal of the workshops was to increase the understanding of DegreeWorks,

the student degree audit. The staff is currently working on ways to better promote the use of the student degree audit.

The Center for Advisement & Orientation generated or collaborated on numerous projects in the area of student orientation and freshman year programs. Fall/Winter activities included orientation sessions for incoming freshmen and transfer students. Approximately 80 freshmen attended a half-day orientation and advisement, while approximately 600 transfer students attended one of eight optional orientation programs. Plans for significant changes and enhancements to the orientation experience are well underway for fall 2007 orientations, including the revamping and expansion of student leader training.

Version 6 of the electronic orientation CD-ROM was sent to all entering freshmen and transfer students; efforts are already underway to recreate an updated version of the information on the orientation cd-roms into a web format and eliminate the use of the cds in the future.

The staff has begun developing the targeted 35 freshman Learning Communities for fall 2007. Fall 2007 orientations, Freshman Learning Communities orientation, and Convocation/Baruch Beginnings are currently in the planning stages. The freshman text selection process has begun. The Committee hopes to complete the process in time to distribute books during the first freshman orientation in April for entering fall 2007 students.

The CPE Tutorial cd-rom that debuted in March 2005 is in the process of revision and volume 3 should be on campus in time for this spring's CPE.

During Spring 2007, the department will collaborate again with the Career Development Center on the Career Discovery Project (formerly the Freshman Career Discovery Project). Participation in the Project will be open all interested undergraduates. Participants will take a Strong Vocational Interest Inventory followed by a mandatory workshop to review the results and advise them on how to select an appropriate major and career path. The department will also collaborate for the second year in a row with the Career Development Center and the Bernard L. Schwartz Communication Institute on a workshop entitled, "Write Yourself into a Job" focusing on skills needed to write an effective cover letter for an internship or a job.

Athletics

The Fall Varsity teams got off to a fast start with Women's Volleyball, Women's Tennis, Men's & Women's Cross-Country, and Men's Soccer. The Soccer team had a winning record and (12-7-1; and 5-2-1 in CUNY) captured the CUNY Championship for the second time in 3 years and received the automatic berth into the NCAA championship. Although they finished second (regular season) in the conference, they went on to beat John Jay 2-0 in the CUNY Finals. Their first round opponent in the NCAA was Wesleyan University.

The Women's Volleyball team had a solid season with an inexperienced and young squad (14-17) and finished with a CUNY record of 6-3. The future is bright with the majority of their team returning for next season. The Women's Tennis and Cross-Country teams both finished in 2nd place in the CUNYAC Championships garnering some very important Commissioner Cup's points. The Women's team had their best finish in 5 years, and a new freshman, Jessica Penaherrera came in second place in the individuals and Matt Soja of the Men's team, took home the gold (1st place) for the Men's team.

The Winter teams – Men's (9-14) & Women's Basketball(17-6); Men's (5-9) and Women's Swim (8-8) are at the tail end of their seasons and all have respectable records. The CUNY Basketball Championships are two weeks away and the Women's Swim team tied their best CUNY finish, by coming in 2nd and the Men came in 3rd.

The "Battle of the Boroughs" (Manhattan vs. Bronx) featuring a doubleheader with Lehman College brought out over 1,200 students, faculty, and staff. The turn-out was excellent and the atmosphere, electric. A collaborative effort by many units in the division led to the success of this wonderful collegiate event.

As of this writing, Baruch currently is in 2nd place in the CUNY Commissioner's Cup standings. Baruch won the Cup last year for the first time in our history and has another opportunity to defend it this year. While only one team thus far has entered postseason play in the NCAA's, there may be a likelihood of 3 additional Baruch teams to qualify for the NCAA's. It may come down to the last weekend in May to determine all of this. In any case, Baruch continues to be in the "upper tier" of athletic programs within CUNY and throughout the region.

Starr Career Development Center

The Starr Career Development Center (SCDC) was officially named on February 2, 2007, in honor of the Starr Foundation which made a \$5 Million gift to Baruch for the enhancement of career services.

Twenty-one students out of 100 were selected for the Wall Street Careers program which was launched in fall 2006. The program provides training and mentoring for high potential students interested in front office positions in investment banking, asset management, sales and trading, and research. During fall 2006, the SCDC hosted its biggest Career Day ever with 83 companies and over 800 students in attendance

From September to December 2006, 1644 students made 3160 visits to the SCDC. The Diversity Job and Internship Fair in November attracted 57 companies and over 600 students. More than 60 job preparation workshops were offered in fall 2006, double the number offered in fall 2005. The SCDC co-sponsored two workshops with the Executives on Campus (EOC) and over 30 undergraduates received mentoring from EOC mentors

2006 graduates reported receiving average salaries of \$44,000. Eighty-six percent (86%) of the 1027 reported hires of 2006 Baruch undergraduates were by companies who hired one graduate. 14% of hires were by companies hiring two or more graduates. Employers who hired five or more students in 2006 were JP Morgan Chase, Citigroup, Morgan Stanley, Deloitte, Ernst & Young, PricewaterhouseCoopers, UBS, Lehman Brothers, Goldman Sachs, NYC Dept. of Education, Deutsche Bank, Bear Stearns, Deutsche Bank, MTA, Bank of New York, Commerce Bank, KPMG, HSBC, Enterprise Rent-A-Car, and Merrill Lynch.

Disability Student Services

The Office for Services for Students with Disabilities continues to provide a plethora of services to Baruch students with disabilities. New students identified themselves each month during the fall, requiring a full range of accommodations. Among these is the administration of tests for Baruch faculty members.

Two new part-time staff members have joined OSSD. One a college assistant, and a second who is responsible for coordinating the office's Career Development pilot project funded by the City Council. OSSD is the recipient of a \$2,500 gift to be used for emergency expenses incurred by students with disabilities.

A student known to the Office is the winner of the 2006 University Student Senate Collegiate Merit Award. He works for *The Ticker* and is a member of the Sigma Alpha Delta Honors Society as well as the Investing Banking Club and the Finance & Economics Society in which he serves as Vice President. He is also a member Golden Key.

Early Learning Center

The Early Learning Center continues to provide an invaluable and high quality educational experience to the children of Baruch students. To date this spring 34 families are enrolled with the Center, 7 of them are new this semester. The staff of the Center includes two student-teachers from BMCC and two high school students from Manhattan Village Academy doing Community Service.

Health Services

Utilization of the Student Health Center continues to increase significantly as a result of outreach conducted to increase awareness of available services and the importance of practicing health maintenance. The center provides services to anywhere from 350 to 500 students per month including clinical and non clinical services such as health insurance information and links to a multitude off on/off campus resources. A Nurse Technician has been added to the clinical staff in an effort to supplement the efforts of the primary care clinicians resulting in a more

efficient service experience for students and the ability to service the increasing number. Signage will be erected over the entranceway of the Health Center, providing increased visibility and branding.

Health Services continues to make strides toward promoting prevention as the primary means of ensuring the health and wellbeing of our students. Several campaigns are in the works to bring awareness and policy initiatives to critical health concerns facing the NYC community. In collaboration with CUNY and the Public Health Association of New York City, we are developing a campus-wide plan to promote awareness of the alarming rates of diabetes in New York City in the hopes of arming students, faculty and staff with information, resources and tools to modify health behaviors that place them at risk for diabetes and related diseases and conditions. We are also working with the U.S. Department of Health, Office of Minority Health and the NYC Department of Health to bring awareness to the increasing numbers of African American males and females who accounted for 50% of the estimated 44,198 AIDS cases diagnosed in the U.S. in 2005 (CDC). Promotion activities to create awareness and alter risky behaviors include panel discussions, seminars, workshops, social marketing campaigns and peer education.

A Health Promotion Peer Education program is in the development stages and seeks to engage students from the T.E.A.M. Baruch Peer Education Program to increase health awareness on campus via a variety of health promotion activities. Additionally, collaborations across campus departments and organizations have proven to be an effective means of reaching the Baruch community with critical health information and thus will continue to be a strategic component of our outreach initiatives.

The Health Advisory Committee and the Baruch College Association have approved new health initiatives including additional clinical staff at Health Center, medical equipment for new exam room, video equipment for the education and resource room, and signage to increase visibility and branding of the Health Center.

SEEK

During the month of January 2007, the SEEK Program ran two intersession initiatives. The first was a mandatory math support program for SEEK freshmen who failed or dropped their math class in the fall semester. They were required to attend a three-week program focused on strengthening math skills. The other initiative provided instruction in EXCEL to prepare them for the SimNet exam. This spring, SEEK will implement a proposal that was funded by the Office of Special Programs for \$73, 651. Selected SEEK students will attend one of two retreats to strengthen their soft skills. The spring semester of SEEK's yearlong freshmen seminar (FRO 2000S) will focus on career exploration, counseling and technology. In addition, special tutorials will assist students with math,

Economics 1001, Economics 1002 and Psychology 1000. Student will also be given classes in basic EXCEL to support their passing the SimNet exam. A program to lend graphic calculators to SEEK and non-SEEK students enrolled in math 2003, 2205, and 2007 remains in place this semester as well as our laptop lending program. SEEK will be conducting a workshop/open house for prospective SEEK students for Fall 2007 in early April.

As part of the festivities celebrating the 40th anniversary of SEEK, a teach-in sponsored by SEEK and the Black and Hispanic Studies Department will take place in mid- February. The teach-in will trace the struggle for access, Open Admissions, SEEK and Black and Hispanics Studies at CUNY. On February 22, a panel of SEEK alumni will discuss life after graduation.

The Academic Survival Program for probationary students continues this semester. Five meeting are scheduled for the spring term. Also this term, SEEK will provide an Open House for transfer students, a Study Abroad Workshop, CPE workshops, workshops on managing credit cards and financial planning to promote financial literacy, and continuing weekly workshops to empower students to have effective speaking and presentation skills. SEEK's Director and Counselors will present at the 9th biennial Tri-state Consortium Conference on April 16-18 in Tarrytown, New York. Finally, this year's SEEK Awards Ceremony is scheduled for May 4th.

Student Life

"Leaderquest," the 24th annual Student Leadership Training Weekend was held from October 27-29, 2006, at the Edith Macy Conference Center in Briarcliff Manor, New York. Eighty-five student leaders from student government, clubs and media attended the retreat together with staff from the Office of Student Life, the Career Development Center, the Student Services Accounting Unit, SEEK and the Honors Program. Baruch Alumnus, Leigh J. Abrams, CEO of Drew Industries and Lisa Poullard-Burton addressed the students on the Friday night opener.

The OSL coordinated efforts of student organizations and faculty to put together an extensive schedule of programs for Hispanic Heritage Month in September, Black History Month in February and Women's History Month in March. Four major Auditorium events will be presented this spring between February 16 and May 4, 2007. These include a Step Show, the African Students Association Cultural Show, the Asian Students Union Fashion & Culture Show and the Caribbean Students Association annual Fashion & Culture Show. The 30th annual **Spring Fling Street Fair** will be held on Thursday, May 3 on 25th St.. Approval of our street closing permit is pending before Manhattan Community Board #6. Free food, games, music will be provided from noon until 4 PM.

Graduate student elections are scheduled to take place from April 1-19, and will likely be conducted via the internet. The Undergraduate Student Government elections will take place in the lobby of 151 E. 25th St., on April 17-19.

Lexicon 2007, the senior yearbook, has completed principal production on this year's book and plans are to distribute the book prior to Commencement 2007 to the students who have pre-ordered the book. This is the sixth yearbook completed prior to commencement in a row and the fifth to be published in full-color, the fourth that is fully digitally produced.

The 42nd Commencement Exercises of Baruch College will be held on Wednesday, May 30, 2007, at Madison Square Garden. The Office of Student Life will again coordinate academic regalia, commencement tickets and ceremony logistics for either one arena or two theater ceremonies, depending upon the fortunes of The Rangers and whether MSG books any concerts.

The Office of Student Life sponsored its annual Blood Drives on October 24-25 and again on March 6-7. Over 200 students and staff rolled up their sleeves and donated blood in each drive. OSL organized a team of walkers in the annual Making Strides Against Breast Cancer fundraiser for the American Cancer Society on October 15. For the third year, OSL is organizing the Relay for Life overnight event for Friday through Saturday, March 23-24. The previous two Relays raised in excess of \$125,000 for the American Cancer Society. Again this year, Baruch will partner with students from Hunter and City College for this event. Last year over 800 students participated and the Baruch College Relay was the third most successful collegiate Relay in the metropolitan area for 2006.

Counseling Center

The Counseling Center is currently under the leadership of Acting Director, Dr. Caroline Kasnakian and Acting Assistant Director, Dr. Stacie Kessler, while Dr. David Cheng, the Director of the center is on sabbatical for the 2006-07 academic year. During the Fall 2006 academic semester the center continued its efforts in program development. The center has focused on continuing its efforts to obtain private and public grants to address staffing needs. We received a grants from Councilwoman Rosie Mendez for \$5,000, State Senator Liz Krueger for \$5,000 and a renewal of a grant from the Herman Goldman Foundation for \$5,000. We also submitted a grant to the David Geffen Foundation for an amount totaling \$30,000 and prepared a proposal for the Robert Wood Johnson Foundation to address crisis intervention and outreach needs for an amount totaling \$300,000. We were also awarded a research grant from New York University in conjunction with the New York Community Trust for an amount totaling \$26,000 to study best practice methods for treating depression among college students. This two-year grant funded study is a collaborative effort with New York University, Princeton University, Cornell University, Hunter College,

and other universities nation-wide. 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. Dr. Jairo Fuertes, one of the center's Adjunct Professors and a Professor at Fordham University, is consulting Drs. Kasnakian and Kessler on the projects. The center has received new computers to support these research initiatives.

The center is currently staffed by Dr. Nancy Zeihler, a visiting licensed psychologist from Queens College, and six adjunct staff two of which are funded through grants awarded last year from the van Ameringen Foundation and the New York City Council office of Margarita Lopez. Our Adjunct Staff includes, Dr. Elizabeth Merrick, Dr. Jairo Fuertes, Dr. Elisa Brunelle, Mr. Anthony Liotta, Dr. Liliana Drob, and Dr. Avivit Fuchs. We also improved staffing by expanding our partnership with the Post-Graduate Center for Mental Health, a post-graduate training institution for licensed mental health practitioners. We have been able to continue working with Ms. Susan Alexander, a licensed social worker who is treating our students with individual therapy and expanded our collaboration to include Dr. Jane Burbank to provide group therapy. The additional staff helped the center address the increasing demand for services by students, who are presenting with more serious psychiatric conditions than in the past years, a continuing trend noted nationwide. The staffing increases resulted in a 10% increase in the number of students seen, reducing our wait-time for services.

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 and (3) psychology graduate-level externship. 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 nation-wide. We received 50 applicants for our pre-doctoral internship program, more than double the number of applicants from last year and just completed our annual search for candidates for FY 2007-08.

Enrollment

Baruch's "flash" enrollment for the Spring 2007 semester is currently 15,602 students. This includes 12,274 undergraduates, 2,970 graduate students and 338 non-degree students. There are 77 new freshmen, 670 new transfer and 349 new graduate students registered for this semester. The final enrollment numbers will be available shortly. The current total represents a slight decrease in overall enrollment as well as undergraduate enrollment. Graduate headcount has increased slightly.

Although the headcount is remaining about the same, there has been a large drop in total credits. We believe that a significant reason for much of this change is a result of increasing bottleneck of the students going from 2000 to 3000 level courses who can not declare a major and have either have already fulfilled minor requirements or can not get into the classes. There are also an very few course offerings available to students offered prior to 10:30 in the morning.

The College has slightly adjusted the start time of some large classes by 10 minutes to alleviate the congestion on the 3rd Floor escalator landings. This has gone well although we are working on addressing the issues on Tuesday and Thursday at 12:25.

CUNY is about to sign a contract to replace the current student systems including SIMS (BOSS). The implementation of the new system will be beginning at two Colleges by Spring 2008. All Colleges including Baruch should be running the new system within 5 -7 years. This is what many refer to as the ERP process.

Registrar's Office

The Registrar's Office is in the process of finalizing graduation for the Fall 2007 semester. We anticipate approximately 1,830 undergraduates and 948 graduate students will have earned their degree at either the end of the Spring 2007 or Summer 2007 semesters.

The Office is implementing an Online Transcripts system with TranscriptPlus from Credentials Inc. This system will allow students to go online and request transcripts. This will further increase productivity and provide better customer service for students.

Winter Intersession ran from January 2 to January 25. 73 courses were offered with 2,170 registered of which 1,480 are undergraduate and 690 are graduate students. Tuition Revenue earned \$1,579,485.00. Though the late registration period has ended we are still registering students fro Spring 2007 semester.

The Class schedule for the Summer 2007 semester is now online. We are in the process of creating the Fall 2007 Semester based on information provided by the Departments and Schools. Requests for Spring 2008 courses will be sent to the Department shortly. The College is anticipating moving to a yearly request for courses rather than semester requests for the 2008-2009 academic year. We are also working with a company called Ad-Astra to implement a electronic course scheduling system. It will use information found contained in both BOSS and DegreeWorks to identify the courses needed in a given semester.

Undergraduate Admissions

We have begun admitting the Freshman Fall 2007 class in late January and have already admitted 1,751 freshmen. This is an increase of 468 students over same time last year.

The Office of Undergraduate Admissions and held six Freshman Open Houses during the Fall semester and two Transfer Open Houses and Early Action Days. We also held two "College for A Day" programs that brought over 300 high school juniors on campus for the day. We have had tremendous support from the Baruch Community for these events, which made this our most successful year for on -campus recruitment. We want to thank everyone who participated in these events and a special thanks to the Deans for taking time from their busy schedules to speak at our open houses. It makes great impression on student and parents when they get personal attention from faculty. We have also expanded our campus tour program from 1 tour a week to 3 tours a week including an evening tour. In addition, we have increased the number of tours we are able to give to high schools and college groups. Anyone who would like to participate in any of our recruitment events, on -campus or off campus is welcome.

Financial Aid Office

The Financial Aid Office processed well over 13,100 applications last year. Over \$59,000 million in aid was distributed to over 10,500 students. The number of students using the on-line application in place of the paper has continued to grow. Students are currently offered a link to file for state financial aid (TAP) after they have completed the on-line FAFSA.. Inflation continues to out- pace the available grant funds, therefore, the number of students applying for student loans is still increasing along with the amount that they are borrowing. Borrowing from private lenders (alternative loans) has increased.

The federal government instituted two new financial aid programs, the Academic Competitiveness Grant and the National Science and Mathematics Access to Retain Talent Grant (SMART Grant).

To qualify for an ACG Grant a student must have graduated high school in 2005 or later. The awards are made to first and second year students who meet who met specific academic requirements while in high school. The maximum ACG award is \$375 per semester but may be reduced depending on the student's budget and other financial aid received. ACG candidates must also meet the following criteria: be a US citizen, Pell Grant recipient, attend on full time basis and have remaining need for the grant. Recipients are required to maintain a 3.0. and grades are checked after each semester. Approximately 500 students received ACG grants during the fall 06 semesters.

Smart Grants are awarded to third and fourth year students who have declared a major related to math or science that has been approved by US Department of

Education .Students may receive up to \$2,000 per semester depending on their budget and other financial aid received. To be considered for a SMART Grant, the student must also be a U S citizen, Pell Grant recipient and attend on a full time basis. Students are required to maintain a 3.0 GPA and grades are checked after each semester. The University has recently completed programming that will allow them to identify students who qualify for this award.

The New York State legislature implemented a requirement that students who graduated for high school outside of the United States, and had not received state aid prior to the 2006/07 academic year, are required to pass an Ability to Benefit Test (ATB) to qualify for TAP. Identifying these students has been a challenge because information on where a student completed high school is not available on the financial aid system. Although the information is available for most students through SIMS, it is may be missing for transfer students. Several students have been identified and been tested but the office continues attempt to identify students who may required to take the ATB test to receive their TAP award.

International Student Office (ISSC)

Based on the United States Citizenship & Immigration Service SEVIS System Baruch College has a total of 1671 Active F1 visa holders and 18 Active J1 visa holders. This number includes 843 Undergraduates; 399 Graduates; 103 ESL students; 53 Certificate students. Of the active students 404 have processed requests for Optional Practical Training and 64 have processed requests for Curricular Practical Training Internships.

The ISSC has completely re-designed and revised our website. We have added over 30 pages of new material and links to very informative sites. The website has also been re-designed in a more user friendly format. We have increased our services to Continuing Education Students by designing new informational materials. We have also added a separate section for the Continuing Education Students to the website.

We continue to conduct two orientation programs per semester, for the new incoming Undergraduate & Graduate International Students. We have changed the format of the orientations. Several vendors are invited to participate and provide the students with information. These vendors are HSBC Bank; Washington Mutual Bank; International Student Organization (a health insurance company), Social Security Office; Metro International (an organization that organizes activities in the US for international students); Baruch College Health Services Center. The first hour of the program consists of an informational fair. We have now also designed a power point presentation for the students what they need to do in order to maintain their immigration status.

The department has been successfully offering our International Students informational workshops on practical training & obtaining the H1B visa; internships; filing taxes; and obtaining a social security number.

Skills Assessment Program

The Office of Testing and Evaluation is responsible for 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 Xpert Program and Student Course and Faculty Evaluation Program.

During the period July 1, 2006 – January 31, 2007, a total of 82 skills assessment test sessions were administered and 2, 167 students were tested. In addition to institutionalized test sessions, small group and or individual emergency sessions are also held on an as needed basis. These are usually scheduled during the final week of registration. Each academic year a minimum of 165 sessions are administered and 5,000 students tested. These tests generated between 5,000 – 6,000 course placements.

All students who have completed 45 credits are required to take the CPE exam. A total of 2,192 students were invited to test. However, 1,276 took the exam; some were taking the test for the second or third time. The pass rate was 90.2%. A total of 1,962 students took the Simnet exam. The pass rate for the first attempt was 61.2%, for the second attempt it was 71.1% and for the third attempt it was 99.79%.

Report to the Baruch College Faculty
by
Robert M. Specter
Vice President for Administration and Finance
March 2007

Campus Operations

The reengineering of Campus Operations continues under the direction of AVP Jim Lloyd. At the one year anniversary since his arrival, critical components are falling into place. Two new staff members in supervisory positions have been successfully recruited and hired, with a third search nearing completion. These positions are as follows:

Facilities Planning, Design and Construction

We are pleased to announce Ms. Lisa Edwards has joined Campus Operations as the Director of Planning, Design and Construction reporting to AVP Jim Lloyd. Initially Lisa will be focused on the development of the Campus Master Plan, as well as all design and construction projects for the college.

Buildings and Grounds

We are also pleased to announce that Ilya Ashmyan has joined Campus Operations as the Chief Administrative Superintendent and will begin mid-March. Ilya will have responsibility for the trades and custodial staff, as well as all mechanical, electrical and HVAC systems on campus.

Environmental, Health and Safety

The search for the EH&S Officer position is nearing completion and an announcement of the successful candidate is expected to be made in early March.

SCIS Research and Consulting Laboratory (SCL)

Upgrade of the computer labs in rooms 11-170, 11-175, and 11-180 in the Newman Vertical Campus has been completed. These labs will provide research and research consultation capabilities to Baruch faculty and doctoral students.

Campus Security and Public Safety

All ranking officers (Lieutenants, Sergeants, Corporals, Peace Officers and Campus Security Assistants) are currently registered in a rotation training program for CPR (adult, child and infant), AED (Automatic External Defibrillator), and First Aid for two 8-hour courses offered at the Public Safety Academy. The scheduling began in November 2006. All officers will receive their certifications by March 2007. In addition to this training, three of our sergeants are New York State qualified EMT/AED instructors, and assist in leading these classes. Baruch College has permanently placed AEDs at 22 locations throughout our campus (we have an additional eight new AEDs since previously reported.)

The "Fire Safety for Classrooms" video specified for 17 Lexington Avenue has been approved and is on the Public Safety website for public viewing.

Plans have been discussed to install at least ten smart classrooms in the 17 Lexington Avenue building in the near future.

Purchasing, Mail Center Operations

Improved Mail Center Facilities

The University's Department of Design, Construction and Management has requested additional information regarding specifications for furnishings and other updated specifications for improved mail sorting and mail management systems, pending their finalizing the process of obtaining a Certificate to Proceed from the City's Office of Management and Budget. The Certificate to Proceed, once granted, will allow the College to engage the services of a firm to provide architectural design services for reconfiguration and refurbishing of the College's Mail Center operations. Approval of this capital project has been obtained and a resolution has been passed by the CUNY Board of Trustees. However, since the project is to be funded through a City Council capital budget allocation, final approval of proposed plans from the City Comptroller's Office is required before we can proceed.

Staples On-line Ordering for Expendable Supplies

A University-wide contract with Staples Business Advantage, Inc. has enabled the Purchasing Department to complete the process of phasing out on-campus storage of expendable supplies, an initiative begun earlier in the fiscal year. Business card ordering, once a complicated process, has been streamlined through Staples on-line ordering, which permits authorized Baruch staff to generate, edit and approve a mock-up of each required card prior to printing and production. Delivery of business cards and other supplies through this on-line ordering system is generally expeditious and efficient.

All questions regarding items listed in the Staples on-line catalogue that have been blocked (items which cannot be ordered on-line) should be directed to the Purchasing Department via email to the Director of Purchasing.

Finance

On January 8, 2007, Ms. Meilin Cheung transferred from the position of Manager of Financial Reporting in the Controller's Office, to Manager of Affiliated Entities Accounting in the Student Services Accounting Unit (SSAU). The SSAU will now report directly to the AVP for Finance. We are currently recruiting a replacement in the vacated Manager of Financial Reporting position.

The tuition installment payment plans for CUNY students provided by Academic Management Services (AMS) has been acquired by Sallie Mae Incorporated. Beginning with Spring 2007 semester, the payment plan fees were reduced from \$30 to \$18 per semester.

In the past the College absorbed the costs for the collection of bad debts (stemming from tuition and fees) on accounts sent to collection; with the fee generally running 14% of the outstanding balance. Going forward, beginning with Fall 2005 past due accounts, students with the outstanding debt bear the cost of the collection fees. This charge is added to the outstanding balance of the student's tuition and/or accumulated fees owed.

Human Resources

Training and Development

One of the major objectives of the College's Strategic Plan is strengthening the professional development of all who work at Baruch. To this end, Leah Schanke filled a Training and Development Specialist position in November 2006. Leah came to Baruch with a strong background in training and development from the Queens Public Library. Leah has initiated a new training program, "Effective Performance Evaluations" which was offered in January 2007, with the purpose of improving written performance evaluations and performance review meetings. Forty-one supervisors and managers from across the College have attended including custodial supervisors and assistant vice presidents. Training programs in customer service and supervisory skills will continue to be offered. We also continue to work with The Department of Citywide Administrative Services (DCAS) to send staff to a variety of training opportunities in computer and professional development courses. In addition, the Training and Development Specialist is developing a policy on training and development and examining vendors who may offer appropriate and cost effective professional development opportunities for College staff.

Appointments

Since October 2006, the OHR has facilitated 51 new full time appointments: One Executive Compensation Plan member, 18 full time faculty members, 19 Higher Education Officer Series staff, and 13 Classified Staff. In addition, there are approximately 300 College Assistants and 75 Continuing Education instructors whose employment is facilitated by the Office, as well as 500 adjunct faculty members for the fall and spring semesters.

Service Awards and Baruch Excellence Awards

The 21st annual Baruch College Employee Service awards event will be held on April 19, 2007. President Kathleen Waldron will host the ceremony which celebrates the honorees for their dedication and commitment to Baruch. Once again, we will honor those employees, 129 of them, with 10, 15, 20, 25, and 35 years of service as well as special recognition of each employee who has attained more than 35 years of service. This will be an honor roll of 39 individuals who have given their entire careers to Baruch and CUNY. In addition, the recipients of the Baruch Excellence Award will be introduced. It is a distinct honor to receive the Baruch Excellence Award. Nominating forms for this award will be available soon both on-line and in paper form. Keep a lookout and please nominate a Baruch employee who does an outstanding job whether it is in the public eye or behind the scenes. We know that Baruch could not function without those dedicated employees.

Internship Program

OHR has continued its tradition of providing support for our campus by successfully partnering with four volunteer organizations: Contemporary Guidance Services, International Center of the Disabled, HOPE and NYC Parks and Recreation, to provide internships and volunteer opportunities for clients seeking practical work experience which will enable many of the interns to find employment. Currently there are 20 clerical or custodial interns on campus working in College Advancement, The Newman Real Estate Institute, Enrollment Services, International Student Services, OHR, ID Center, Mailroom, Buildings and Grounds, and several academic departments. A number of the interns have secured part-time or full-time employment at the College, or have attributed their success of gaining meaningful employment elsewhere to their internship at Baruch.

With the success of the Internship Program, the OHR has been able to foster a mutual collaboration between NYC Parks and Recreation and Baruch's Continuing and Professional Studies department (CAPS) in which CAPS will provide a variety of office and business skills training workshops to NYC Parks' students in order to make them more marketable and better prepared for today's workplace.

Ambassador Program

The OHR had started an Ambassador Program for new classified employees, in which an HR representative escorts new hires to the appropriate department(s) to obtain needed Baruch items (e.g. ID, etc), provides them with a brief tour and explanation of the College and its history, and finally escorts the new employee to their department.

Orientation for College Assistants

The OHR is currently developing an orientation program for all College Assistants and anticipates the launching of the program by summer.

Benefits Update

Updated summary of Benefits Booklets for full-time Teaching/Non-teaching Instructional and ECP staff members are available on the Baruch College and CUNY websites.

New PSC-CUNY Dental benefit provider is Delta Dental.

New Long-Term Care Insurance benefit for all eligible employees is provided by MetLife.

New Tax Deferred Annuity (TDA)/403(b) for Classified Staff is MetLife.

Planning and Budget

Baruch's new Assistant Vice President for Planning and Budget, Ms. Mary Rivers, joined the Baruch staff in early January 2007 and has started analyzing how we can improve our existing budget systems. Over the coming months she will be spending time with the Planning and Budget staff, department users, BCTC and outside consultants to identify and to begin addressing the most critical reporting and processing issues.

FY 2007 Mid-Year Financial Report

Mid-year financial activities are on target. The College's estimated tuition revenue for FY07, including Winter Intersession, is \$80.605 million with an over-collection of approximately \$1.008 million. While the Winter Intersession revenue is higher than anticipated, Spring term revenues are projected to be lower, leaving total annual tuition revenue close to the original projection. In addition to the tuition target, CUNY will again have an IFR revenue target. Colleges that do not achieve their cost recovery target will have their tax-levy budgets reduced accordingly. We expect at this time that the revenue target will be met.

As part of the mid-year financials, CUNY has asked colleges to report on the progress of their 2006-07 COMPACT initiatives. Baruch has filled 19 of the 23 planned full-time positions and spent over \$414 thousand of its originally planned financing for library acquisitions, computers, equipment and supplies. Savings generated by delays in the hiring of full-time COMPACT staff were returned to departments for spending on OTPS or temporary services and a revised plan reflecting these shifts was submitted to the University as part of Baruch's Mid-Year submission. Baruch's COMPACT request for 2007-08 calls for investing an additional \$3.463 million, including 16

additional full-time positions, and was submitted to CUNY in October. We hope that the State delivers its budget on time and that the University approves the College's plan shortly thereafter.

FY 2008 Budget Process

The All-Funds Budget Process will continue in FY 2008.

Budget Planning Process Timeline

- | | |
|-------------------|---|
| March 1, 2007 | Budget Call sent to the President, Vice President and Deans |
| April 2, 2007 | Submissions due from Vice Presidents and Deans to the Office of Planning and Budget. The Vice Presidents and Deans are responsible for communicating with/communications within their respective divisions. |
| April 11-18, 2007 | Budget Presentations |
| May 18, 2007 | Preliminary decisions made by President Waldron subject to final CUNY and Baruch College Fund budget allocations and consideration of other funding resources. |

Report of the School of Public Affairs to Baruch College General Faculty Thursday, March 8, 2007

ENROLLMENT

The School of Public Affairs (SPA) welcomes 100 new graduate students this spring semester. There was an overall increase in enrollment in all the programs this spring over last spring with the exception of our Scaffolded Apprenticeship Model (SAM) School Building Leadership cohort, which is moving to a fall-only admission cycle. Of the 100 new graduate students, 53 are enrolled as traditional MPA students (representing a +29.3% increase in new MPA students from last spring), 18 are in a new cohort of United Way Senior Fellows, 18 are enrolled in the Higher Education Administration program (a +38.5% increase from spring 2006), and 3 are registered as non-degree students. These students are also 7 participants in the joint MS/MPA program with Hunter College, who will start their studies registered at Hunter School of Nursing this spring.

Total SPA graduate enrollment for spring 2007 is 677 students. Ethnicity data for the 677 SPA graduate students reporting ethnicity is as follows: 41.7% White (non-Hispanic); 21.2% Black; 12.2% Hispanic/Latino; 5.4% Asian/Pacific Islander; 6.6% Other, and 12.8% choose not to respond. SPA's graduate student population is comprised of 69.7% women and 30.3% men.

The School of Public Affairs enrolled 107 undergraduate majors this spring, a smaller number than last year given the closure of the BS in Real Estate and Metropolitan Development to new students. The BS-REMD enrolled 68 students, and the BS Public Affairs program enrolled 39 students. Ethnicity data for the 107 SPA undergraduate students reporting ethnicity is as follows: 32.7% White (non-Hispanic); 19.6% Black; 15.9% Hispanic/Latino; 9.3% Asian/Pacific Islander; 7.5% Other, and 15% choose not to respond. SPA's undergraduate student population is comprised of 44.9% women and 55.1% men.

SPA CENTERS AND SPECIAL PROGRAMS

The Center for Innovation and Leadership in Government coordinates a series of events that draw audiences from the city's civic, legal, business, and nonprofit sectors, as well as from the Baruch community. At his first public talk following the November election, Congressman Charles Rangel, newly named as Chairman of the House Ways and Means Committee, drew a large press contingent as he spoke of his opposition to the Iraq war, his advocacy for a re-instituted draft, and his priorities for his committee's agenda.

Other policy forums dealt with school financing, campaign finance issues, the role of the media in influencing election outcomes, and the possibility for improvement in New York City/New York State relations. Among the speakers which this series have brought to the Baruch campus are: City Council Member Robert Jackson, Diana Fortuna, President of the Citizens Budget Commission, CUNY Trustee and former Deputy Mayor Marc Shaw, former Bloomberg Communications Director Bill Cunningham, City Council Speaker Christine Quinn, New York Post reporter David Seifman, Dominic Carter and Rita Nissan of NY1 News, former U.S. Senator Alfonse D'Amato and former State Comptroller H. Carl McCall. Several of these events were part of the Peter F. Vallone, Sr. Seminars in Government: a program funded and coordinated through the efforts of the former City Council Speaker.

SPA also holds two public events each year under the sponsorship of the Lillie and Nathan Ackerman Lecture Series on Equality and Justice in America. This fall's lecture, *Race in America: Advancing Equality in the 21st Century*, featured Alexander Polikoff, director of Chicago's Public Housing Transformation Initiative, and J. Phillip Thompson, Associate Professor of Urban Politics at MIT. An additional program is being organized for the spring, planned by Ackerman Chair Professor Sonia Jarvis.

PUBLIC AFFAIRS WEEK 2007

Public Affairs Week is a unique opportunity for SPA students to hear policy analysts and policy makers address critical issues confronting today's society. Our fourth annual event is planned for **March 19-22, 2007**. The full list of topics include: Keeping New York City Affordable, Closing the Education Achievement Gap, The Immigration Debate: The Dream Act and Amnesty as Policy Questions, and The 2008 Elections: Can the Winning Strategy include "Real" Debate?

EXECUTIVE PROGRAMS

Executive MPA Programs

The Executive MPA program welcomed back its twenty-second cohort this fall, and greeted for the first time its twenty-third cohort. Students come from organizations such as Health and Human Resources Administration, the City Council, DC-37, Health and Hospitals Corporation, Cornell University, New York City Opera, Salvation Army, Madison Square Boy's and Girl's Club, and the Korean Consulate. Both programs meet on Saturdays.

Partnership with United Way of New York City

On January 11th, SPA hosted a reception for both the Senior and Junior Fellows who participated in the United Way of New York City's Emerging Leaders Program. These two leadership programs are delivered by SPA faculty to prepare for leadership succession in nonprofit organizations affiliated with United Way. Over 200 attendees took part in the event including senior executives from the UWNYC and Baruch College. The keynote speaker for the event was Ms. Elba Montalvo. She is the founder and Executive Director of The Committee for Hispanic Children and Families, Inc..

New York City Housing Authority

In partnership with the New York City Housing Authority (NYCHA), the School of Public Affairs and NYCHA created a Leadership Academy that provides participants with an in-depth experience of best practices in leadership, management, communication, strategic planning, government relations, and housing policy. Offered over a sixteen-week period that began in January 2007, the program focuses training NYCHAs next group of senior-level executives. This program model involves both SPA's faculty and the senior management from NYCHA including the Chairman, General Manager, and General Counsel.

Children's Aid Society

Baruch's School of Public Affairs has partnered with the Children's Aid Society in creating a 6-session model of leadership training. This program not only frames the theoretical foundations of leadership and management, but specifically examines best practices in business management for this group of mid-level managers. This program begins on February 21, 2007.

PUBLICATION HONOR

SPAs Professor Dahlia Remler's article, "How Much Cost Sharing Will Health Savings Accounts Bring?" was ranked among the journal of *Health Affairs* top 25 articles of 2006. The article covered proponents of health savings accounts (HSAs) and how they contend that they will reduce medical expenditures. Dahlia K. Remler and Sherry A. Glied, *Health Affairs* 25, no. 4 (July/August 2006).

NEW-HIRES AND SEARCHES

Professor Marcellus Andrews will be returning to SPA spring 07 as a Substitute Professor. Professor Andrews was a Senior Research Fellow at the New America Foundation. Prior to that he was a member of the SPA faculty.

Another addition to the spring 2007 semester is Paul Firstenberg who joins the faculty as a Substitute Professor. He is teaching courses in MSED in Higher Education Program. Firstenberg was the chancellor at Tulane University and served as the CFO at Princeton University.

SPA has four faculty searches underway for the 2007-2008 academic year. This includes two cluster lines in nonprofit management, a position in housing and community development, and a search for a new Ackerman Chair.

STRATEGIC PLAN

SPA adopted its new strategic plan at the December 14, 2007 faculty meeting. Highlights of the plan address seven overall goals centered on SPA's academic programs, its research activities, and its community partners. Special thanks to the members of SPA's Executive Committee and Professor Aries for their efforts and contributions.

SPA VIEWBOOK

A new "View Book", presenting a dynamic portrait of the school, which is directed at prospective students. Featuring the theme "This is the Place" and filled with lively photographs of faculty members, students and alumni, this book provides an overview of the school and its programs in public affairs. It will be ready for distribution by the end of February. A round of thanks is due to all those who participated in its development.

UNDERGRADUATE CURRICULUM

For the past year, SPA has been working to re-establish its undergraduate curriculum to target the public affairs major. The changes to the BS will focus on preparing students for careers in public service in addition to graduate and professional education in the field. The new BS will allow students to use NYC and other urban areas as laboratories to better understand institutions and processes of American government, the process of making and implementing policy, and the ability to think critically and communicate effectively about these issues. These changes are expected to be implemented by the spring 2008 semester. SPA's Curriculum Committee thanks WSAS Associate Dean Gary Hentzi, and Professor Jerry Bornstein of the Newman Library for their assistance and expertise.

**DEAN MYRNA CHASE
WEISSMAN SCHOOL OF ARTS AND SCIENCES,
GENERAL FACULTY REPORT, Spring 2007**

The mission of our college and our university is central for the nation—whether we can or should provide a quality liberal education for culturally diverse students in a large, urban, public college with a commitment to professional education. The Carnegie Endowment has chosen CUNY as one of the very few university systems in this country that can meaningfully define and model that mission—the engagement of students with the humanities, arts, and sciences to develop the skills that will enable them to transform their lives in productive and meaningful ways and to prepare them to lead responsible lives as individuals and as citizens. That mission is fundamental to the Weissman School of Arts and Sciences in the role it plays in Baruch and in CUNY and as it tests and proves what can be done in a large, public, and very diverse college..

Support to the School

For the last years the Weissman School has devoted its strongest planning and delivery efforts to establishing learning communities for the incoming freshman class. It has been a cooperative effort with Student Development and the Provost's office since the beginning. This last fall twenty-five learning communities provided an introduction to college and a community of friends and scholars to 500 students who chose the experience. Next fall the numbers will rise to 35-40 learning communities of 700 to 800 students. All the indicators are positive in terms of retention, commitment, participation, pass rates, faculty satisfaction and student involvement. For those who are involved, students, faculty and administration, there is no doubt that Baruch, like so many other colleges in the country and city, should continue to organize the first year experience in this fashion. What is difficult for an urban, public, and very large school to provide is a part of the experience that small liberal arts residential colleges can provide, but Weissman has tried and has proven that it can be done and that it is worth doing. The future depends on administration, faculty and students, but the ambition is present is to make learning communities universal at Baruch.

The Weissman School has now 2500 majors in the arts and sciences. Even with our enrollment culture that students either declare their minors before they have finished the base curriculum or they wait until the semester in which they will graduate we know that we have at least 1300 minors in Psychology and Communications Studies. Realizing our mission for the numbers of students we are talking about at Baruch requires focus and support. In the last couple of years the president, the provost, the Baruch College Fund, and CUNY Central have given support in important ways—an adjusted adjunct budget, focused development for graduate and undergraduate education, funds and lines for the

hiring of much needed faculty, and resources for initiatives to improve the college experience of incoming students.

The College strategic plan has focused our development for graduate and undergraduate education on journalism, psychology, and mathematics in financial engineering and actuarial sciences. It outlines a plan to strengthen WSAS's role to add to the College's importance in urban studies. The quality of students the College attracts in the last few years with the CUNY Honors College and the focused program of recruitment has shifted the curricular and advisement focus as well, particularly to assist our students who are focused on law and public service. In accordance with the strategic plan President Waldron allocated designated funds to Psychology and to the Financial Engineering program; both programs will be strengthened by new hires this year as well.

Central to the administration's thinking is a program of general faculty development and supplements of assistance to research and scholarship. Weissman faculty received from the Baruch College Fund \$115,000 for research, travel, and graduate assistants. Those funds were equal to the BCF special contributions to Zicklin. In addition forty-five members of the full time faculty received scholarly released time and other travel and research expenses have been drawn from George Weissman's gift.

The School has gained support of five **additional** lines from the CUNY Compact. At the same time the Vice Chancellor's inclusive Campaign for Success emphasizing retention and graduation rates brought important resources to these areas of achievement for Baruch and Weissman. CUNY Central's shift from the FYI (Freshman Year Initiative) to CUE (Campaign for Undergraduate Education) enables us to develop and support projects and pilots across the entire undergraduate career of our students. The support has been multi-pronged—to students, to faculty in teaching and scholarship, and to administration in counseling, assessment, and consulting and modeling of programs.

The demand for improved performance in language and analytical mathematical skills which is so important for our students and our reputation as a college has been acknowledged and responsibility for it accepted. All the indicators—scores on skills tests—tell us that Baruch is getting the best students in CUNY, yet our success rate does not match those indicators. For Baruch the focus is on initiatives in English and in Mathematics to improve of our students' skills in both disciplines The pilots the Weissman school has launched indicate successful but costly small class intervention with technological and other supports. The assessment efforts of these interventions are costly as well. The issues are being addressed with WSAS's very best efforts and talents. That focus will not let up until Baruch has achieve significant results measured by our students' realizing their aspirations, whether they are in business, public service, or the arts and sciences.

The College is buzzing with a number of model projects, some supported with CUE monies—the writing center, SACC, ESL experiments, the math experimentation in pre-calculus and calculus—and some with Schwartz funds. Math projects-- specifically focused on the failure rates in pre-calculus, include the SACC tutors, technological

enhancement, and more intensive faculty development-- have received CUE and Weissman funds. That influx of assistance improved the pass rate in pre-calculus by 15%. In summary, the support for the school has been turned to good use for students and faculty alike, for the achievements of Baruch and for the advance of scholarly reputation and visibility of WSAS.

Enrollment/curricular Issues

The timing of this support has been critical to WSAS success at the precise moment that the numbers of students who are taking courses, particularly minors but majors as well, has burgeoned. For the minor requirements to achieve the goals intended by the curricular innovation, adequate guidance and sufficient offerings and effective administration must take place. WSAS is still in an awkward phase in which the goals, ambitions and realities are not yet planned effectively. The traditional ways of scheduling for a school and a college which never has “down time” now that it offers two sessions of summer school, a January term, and two semesters of day and evening classes will not fulfill the demand or maximize educational opportunities for our students.

Though the numbers in particular departments have leaped up there is a slight overall drop in total numbers taught by WSAS. In keeping with the decision to hold fast on the overall student body numbers, the students enrolled in Spring 2007 total 26, 322 which is a drop from 26,845 last year this time. Nonetheless, the students who come to Baruch continue to enroll in WSAS for at least half of their credits/courses. They are every year more qualified, if measured by high school averages, SAT scores, and ability to achieve in their first year, whether it is the freshman year or a transfer year. Their achievements once here indicate their aptitude for college as we have seen in every standardized measurement we have—the pass rate on the CPE, the success in the ACT, the length of time to graduation and such. Their responsibility for their education and our responsibility to provide realistic and realizable choices is a work in progress.

Intellectual and Cultural Achievements

Each year in the middle of March the College honors the faculty achievements in the world of scholarship. The hiring season gives us the opportunity of hearing and discussing with candidates the subjects of their research. Faculty seminars and invited speakers compete for the attention of resident intellects. The Whiting fellows, who are junior faculty who have a remarkable record of teaching and scholarship, are announced. In the spring semester of each year as well the exhibitions, performances, and presentations of students and faculty of Fine and Performing Arts – the school play, the Alexander String Quartet Beethoven concerts and classroom visits, the Silberman Concerts, the Milt Hinton jazz concert, the Actor’s Studio staged reading of Strindberg’s *Strong*, the Harman writer in residence Mark Kurlansky talk, and the Acting Company’s *“For Services Rendered”* and the Baruch Choir concert—fill our calendar with delights. The life of the mind is alive and well at Baruch College—healthier and more vital each year.

Report of the Zicklin School of Business to Baruch College General Faculty-March 8, 2007

The Zicklin School of Business is comprised of seven departments, six of which offer programs of study that lead to BBA, MS and MBA degrees. In addition, the Zicklin School trains students enrolled in PhD programs through the CUNY Graduate Center.

Academic Programs:

Several faculty members from the *Department of Economics/Finance* participated in the third of a series of training programs in Finance and Banking for the China Construction Bank November 6 to December 1, 2006. Two additional groups will come to the College for a similar program this year.

The Department of Marketing and International Business held an open house in the Direct and Interactive Marketing Resource Lab on November 14, 2006 for both undergraduate and graduate students. The purpose of the event was to create awareness about the Baruch College direct marketing programs and direct marketing industry. The outside speakers for the event were Michael Kaplan, VP Group Account Director of G2 Direct and Digital, Brian Kurtz, Executive Vice President of Boardroom, Inc., Perry Drake, Vice President and General Manager of Drake Direct, John Mathew, Vice President of Operation for Epsilon Interactive, and three Baruch graduates who are pursuing careers in the industry. Dr. Joel Huber participated in the department's Research Seminar Series on February 1. He is Alan D. Schwartz Professor of Marketing at Duke University and the editor of *Journal of Marketing Research*, one of the premier journals in Marketing. He presented his research paper on "Assessing the Value of Improvements to Lakes and Rivers" and explained the editorial policy of the journal.

The *Department of Real Estate* received formal approval by New York State for the MBA in Real Estate.

Stan Ross Department of Accountancy: On October 28, Professor Mary Barth, Stanford University and IASB, delivered a Saxe lecture entitled "Global Financial Reporting: How does the U.S. Fit in?" The department has been hosting Saxe lectures since 1973. The Department organized the "Academe Meets Practice" Conference on Nov. 15. This is a joint conference with the Financial Executives International and Financial Executives Research Foundation. Topics discussed were fair value accounting and the benefits and costs of SOX. Over 100 people from the industry, regulatory agencies, accounting profession, academia, and students attended the conference.

The first batch of students in the newly designed internal audit track completed their required courses. This is a new track designed to meet the increased demand for students in internal auditing area. The department expects the demand for this track to increase significantly in the future.

The Zicklin Undergraduate Program accepted more than 830 new students into business majors as of January 2007. In order to familiarize students with the services and expectations of the Zicklin School of Business these students were invited to attend a ZSB New Student Orientation. Two very successful orientation programs were held on January 25, 2007 and more than 500 students attended. Another orientation is scheduled for March 16, 2007 for students who did not attend on January 25th. This program provided an opportunity for students to meet with Dean John Elliott, Associate Dean Phyllis Zadra, a representative from the Career Development Center and Assistant V.P. Corlisse Thomas to learn what is needed to successfully complete the BBA program. Students met with advisors from their respective majors and with their student colleagues. They had their questions answered, found out about various school-wide resources and were introduced to faculty and administrators who can work with them if they encounter problems.

Robert Freedman and Phyllis Zadra of the Zicklin Undergraduate Program continue to work closely with the CUNY community colleges in order to provide better information for students contemplating transfer to the Zicklin School of Business. In June 2006 the CUNY community colleges and NYCTC signed an historic agreement that provides a road map for students who wish to transfer into the Baruch College BBA program. Over the last months, the community colleges have created several courses that mirror our pre-business program. To accelerate the dissemination of this crucial information, a transfer website is being developed that will highlight information needed by potential transfer students.

The BBA Learning Assurance Committee continues to move forward in assessing the learning goals of the Zicklin undergraduate program. In fall 2006 the Committee evaluated the written communication skills and analytical skills of 164 Zicklin seniors. The "assessment" assignment was integrated into seven Business Policy 5100 classes. Teams of three evaluators (a faculty member, an executive and a communications consultant) assessed students' written communication skills and different teams of three evaluators assessed students' analytical skills. These results will provide a performance baseline of Zicklin students' written communication skills and analytical skills. In addition, these assessments scores were correlated with background data for all 164 students to determine if there are any discernible trends. It is expected that these results along with the information garnered by faculty survey on writing will inform what pedagogical actions may be implemented to improve the performance of our students.

After a full year of implementation, the Zicklin School is thrilled to report that ZUPS (Zicklin Undergraduate Permission System) has totally revolutionized the way in which students request and receive permission for Zicklin courses. The online system provides feedback within 24 hours and has eliminated long lines and lengthy waits in offices. Ms. Judy Tse is responsible for the conception and the delivery of the system.

The Graduate Curriculum Committee established a Subcommittee on Communications to recommend curricular improvements that address the English language skills of international students and the oral and written communication skills of all Zicklin graduate students. The Director of Graduate Student Services, Maria DiBenedetto, and Professor Karl Lang, Statistics/CIS, have been working collaboratively with faculty on learning assurance. They have designed rubrics to assess the various learning goals and have begun to pilot these assessments in various courses.

A short-term study abroad program for graduate students was developed by the Zicklin School of Business in partnership with The Technical University of Vienna, and launched in January 2007. Nine students participated in this intensive 3 1/2 week program, and earned 3 academic credits.

160 Flex-Time MBA and MS students entering in spring 2007 attended a day-long orientation on Saturday, January 20, 2007. A further international student orientation was the following Wednesday, with 32 international students attending. Colleagues throughout the college participated in these orientations. International students were also provided with a time management workshop in late October conducted by the Director of Graduate Student Services, the Assistant Director of Graduate Student Services, and the Assistant Director of Graduate Academic Services.

The Office of Graduate Academic Services held "express advising" in partnership for the first time with the Graduate Career Management Center, to expand advising opportunities for students. The Graduate Academic Services Office also partnered with the Office of Graduate Admissions and held small group advising sessions in conjunction with speaker events that prospective students were invited to attend.

A focus group meeting was held with students in the Accelerated Part-Time MBA program. Students reported that one of the most important elements of the program in helping them to decide to attend

Zicklin was in that the program was presented as challenging and rigorous. Students indicated the full-service feature was also very attractive and weighed heavily in their decision.

A new speaker series begins this semester for students who attend Saturday classes. This joint effort has been conducted collaboratively with Executive Programs, Student Services, Graduate Career Management and Zicklin Graduate Admissions and is the first time a speaker will be invited to meet with students in these programs.

The Graduate Career Management Center launched the Spring '07 semester with a Saturday schedule of our Career Management Curriculum, attended by nearly 60 students. This reflects a pattern of increased use of the Center noted in previous reports. Employment outcomes and Fall/Spring recruiting also improved:

- Honors '06 outcomes improved over '05 (86.6% vs. 83.4% accepted offers within 3 months of graduation); average starting salaries increased 8% (to \$74,146)
- Fall '06 job postings were up 6% over Fall '05; summer internship on-campus recruiting is up 70% over last year (as of 2/10/07)
- New employer relationships include: AT&T; Bose; Dresdner Kleinwort; Genzyme; Liberty Mutual; Marks, Paneth, & Shron, LLP; Miller Brewing Company; NFL; RBC Capital Markets; Sterling Publishing Company; The Brookhill Group; Tiffany; Turner Broadcasting System; Watson Wyatt; Washington Mutual Bank; and WPP
- Companies expanding their recruiting efforts for Zicklin MBA/MS students include: American Express, Bristol Myers Squibb, Citigroup, Credit Suisse, Deloitte, JPMorgan Chase, KPMG, and Lehman Brothers

GCMC is gearing up for the spring MBA/MS Student Career Fair. A full Spring '07 schedule is available at <http://zicklin.baruch.cuny.edu/gcmc-calendar>.

On March 1, the Zicklin School of Business, along with the Weissman School of Arts and Sciences, and the School of Public Affairs hosted an undergraduate information session to provide undergraduates with information on graduate programs at Baruch. This college-wide event was spearheaded by the Center for Advisement & Orientation and Zicklin Graduate Student Services Office and was open to all juniors and seniors by invitation.

In January, the International Executive Programs held a graduation ceremony in Taiwan. There were 137 graduates and the ceremony was well attended by students, family, friends and alums. Students received their Executive Masters degrees in Finance, Marketing, Computer Information Systems and Management of Human Resources and Global Leadership. Dean John Elliott, Dean Myrna Chase and Professor Avner Wolf were among the speakers at the event.

Zicklin Academic Centers:

The Lawrence N. Field Center for Entrepreneurship held two conferences in October 2006 which were associated with its primary research areas – minority entrepreneurship, and a new and upcoming research area – later life entrepreneurship.

The *National Minority Business Owners Surveys Conference*, funded by the Ewing Marion Kauffman Foundation was held on October 26th and 27th, 2006. Thirty invitees representing 16 colleges and universities attended. The Field Center invited specialists in entrepreneurship and other disciplines such as sociology, economics, finance and family business. The goals of the meeting were to:

- Introduce the scholars to the 2003 National Minority Business Owners Surveys on Whites and Blacks (2003 NMBOS) and the 2005 National Minority Business Owners Surveys on Koreans and Mexicans (2005 NMBOS) data, methodology, and previous literature,
- Identify specific research areas that can be effectively explored with this data, and

- Establish a specific work plan for the various researchers to bring those areas of inquiry to fruition in published papers on subjects of their mutual interest.

On October 30th, 2006, 45 people representing 20 organizations attended a *Later Life Entrepreneurship Conference* at Baruch College funded by the Field Center, the American Association for Retired People (AARP) and the United Jewish Appeal (UJA) Federation of New York. The conference purpose was to bring together experts to address issues faced by people 50+, and discuss the prevalence and types of entrepreneurship in which this population engages, the challenges they face, the policy issues that may underlie these trends, and past and future research in this area. Experts from diverse fields such as economics, gerontology, finance, sociology, philanthropy and government were represented. The Field Center believes that this seminal event represented the initiation of the field of later life entrepreneurship. The Field Center hopes the ideas that emanated from this conference will lead to research, writing, training programs, and government policy recommendations in the area of later life entrepreneurship.

The Field Center created a private website which is currently being used as a communication tool for the Minority Business Research Group (MBRG). The website consists of discussion forums, current news and events and a list of members which allows users to send individual emails and group emails directly from the website. In an effort to continuously update the MBRG, from the website a member can view declarations made by other researchers as well as their submitted, working and published papers.

The Bert W. and Sandra Wasserman Trading Floor / Subotnick Financial Services Center hosted 352 events in the Fall 2006 semester. Events included 180 class sessions for for-credit courses in a range of disciplines, 41 non-credit workshops on Reuters and Bloomberg, 19 corporate and executive education events, 98 orientation events, tours and alumni association Telefund events, 17 special events including trading simulations and coverage of Federal Open Market Committee testimony and 5 Information System Research Workshops (<http://cisnet.baruch.cuny.edu/isrw/>). Highlights of the Fall semester included a visit by 30 floor traders from the New York Board of Trade. The traders interacted with over 150 Baruch students in a simulated open outcry trading pit-
http://www.baruch.cuny.edu/news/NYBOT_visit_2006.htm.

The Trading Floor hosted the fourth annual Equity markets Microstructure Seminar from November 8 through November 10, 2006. Faculty, administrators and Deans from Colleges, Universities and corporations participated in lecture sessions, hands on trading simulations and presentations on teaching market microstructure and using academic trading floors in business and computer science curricula. The web page with conference agenda is: <http://www.baruch.cuny.edu/microstructureseminar/>

The Center has launched a new web site: <http://zicklin.baruch.cuny.edu/centers/subotnick> where students, faculty and staff can learn about the Center, view the calendar of events, sign up for free workshops, and join the Wasserman Trading Floor / Subotnick Center Community on Blackboard to view tutorials and additional materials.

The Weissman Center for International Business in conjunction with the Honors MBA program launched the first Zicklin short-term study abroad program. This year's program, entitled "Business in the European Union: The Perspective from Central Europe," traveled to Vienna and Budapest. The Center received significant gifts for study abroad fellowships and for the co-curricular Global Student Certificate Program. Two Baruch College undergraduate students were selected for the Colin Powell Fellowship program in International Diplomacy. The Mitsui USA Lunchtime series featured a presentation by Neal Wolkoff, Chairman and CEO of the American Stock Exchange, on regulatory issues and listing alternatives.

The Robert Zicklin Center for Corporate Integrity sponsored five events in the fall semester of 2006. On October 8th, Sam Antar, presented “The Anatomy of a Fraud”, telling the inside story of the massive fraud at “Crazy Eddies” in the 1980s. He contended that such a fraud would still be easy and warned the overflowing student audience that they faced unscrupulous fraudsters in the “real world”. The Center cosponsored a faculty seminar with the Stan Ross Department of Accountancy, entitled “Putting Integrity into Finance Theory and Practice: A Positive Approach” given by Professor Michael C Jensen, Emeritus Professor from Harvard. The December 1st full day conference on “Ethical, Financial, and Management Implications of Avian Flu for Business”, was a new departure for the Center, under the direction of the new Associate Director, Professor Donald Schepers (Management). Medical experts and government and corporate disaster readiness planners discussed the legal, ethical and practical issues in preparing for a pandemic. Isaac Weisfuse, MD, MPH, NYC Deputy Commissioner in the Department of Health and Mental Hygiene gave a Luncheon Address on New York City's Pandemic Influenza Plan. The Center concluded the fall semester with the 1st Annual “Ensuring Integrity” conference on December 14th, which brought together the top Auditing regulators and policy setters from the AICPA and the PCAOB, with accounting firm partners, for a technical update in auditing standards and to address issues of voluntary implementation of SOX 404 and Auditing Information Technology. Jean Wyer of PricewaterhouseCoopers, gave the luncheon address on the education and career paths of new auditors and also addressed the shortage of academics in Auditing.

Co-curricular activities:

A Full-Time Honors MBA alumni reception was organized by students in the FT Honors program and held at the end of October 2006. This is the latest in an effort to hold two receptions each year.

50 students from six colleges including Baruch participated in an all day event, an Equity Trading Floor Seminar, hosted by the Graduate Student Assembly on February 9. The conference was organized and led by Professors Robert Schwartz and Richard Holowczak

Faculty Recognition and Research

Professor Ted Joyce, *Department of Economics and Finance*, has been named a co-editor of *The Journal of Policy Analysis and Management* (JPAM), the leading U.S. research publication in the field of management and public policy.

Department of Law: Professor Seth Lipner published "Securities Arbitration Desk Reference" (Seth E. Lipner and Joseph C. Long, Thomson/West). Professor Lipner was awarded the title of "Director Emeritus" by the Public Investors Arbitration Bar association ("PIABA"). Professor Jay Weiser had two letters to the editor published in *The Weekly Standard* and *The Wall Street Journal* as well as a book review in *The Weekly Standard*. He is currently coordinating the New York City Bar's 2nd Department amicus brief in *Funderburke v. New York State Department of Civil service*. Professor Valerie Watnick was invited, along with other legal scholars on the subject, to speak at a symposium on 2/26/07 at Cardozo School of Law on Poverty and Family health: Environmental dangers and Progressive Solutions. An alumnus of the teaching faculty (substitute professor - 2000) and current NYC Commissioner of Finance, Martha Stark, was one of 3 finalists named by a special NYS Panel (Carl McCall, Ned Regan and Harrison Goldman) to be appointed as New York State Comptroller, succeeding Alan Hevesi.

Department of Management: Professor Hannah Rothstein was appointed as a Fellow of The Society of Industrial and Organizational Psychologists, a rarely bestowed honor. Professors Ed Rogoff and Ramona Heck will be the guest editors for the 2007 Special Issue: “Empirical Research on Ethnicity and Entrepreneurship in the United States”, *Journal for Developmental Entrepreneurship* which will include many of the papers that emanate from the 2003 & 2005 National Minority Business Owners Surveys. Professors Ed Rogoff and Elissa Grossman and

Professor Joseph Onochie (*Economics & Finance*) conducted a session at the 2007 USASBE Conference entitled *Research and Data from the 2003 & 2005 National Minority Business Owners Surveys* with additional members of the research group in order to get other scholars interested in the data.



Graduate Student Assembly

Board of Directors

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Faculty Advisor

Carl Aylman

This past academic year the Graduate Student Assembly has focused its energy on a few key initiatives which we believe will be the most beneficial to the Baruch College graduate student body.

Our responsibility to work to continue to improve our image is one that we take very seriously. We have worked to support this effort in several ways. Most notably Baruch College hosted the First Annual Equity Trading Seminar sponsored by the NYSE Foundation. The seminar brought together 50 students from several business schools across the eastern U.S. to engage in market education and simulated trading at the Subotnick Financial Services Center.

Our belief that students from all schools across the college are represented is finally being realized. Two of the nine directors on the board are from outside the Zicklin School of Business. Their work has been instrumental in getting their colleagues to become involved in all the GSA has to offer. We have also created a Leadership Summit where the officers of all graduate school clubs come and meet to discuss events and create partnerships. It's an opportunity for everyone to leverage one another's experience and budgets.

We will continue to support those activities that the student body favors. Over the past year there has been strong support and turnout for the graduate student socials. We look to expand and improve this perpetually popular school tradition. In addition we are working to create another successful Alumni Brunch and an "End of Year" Party.

The work being done is the result of many student volunteers dedicating countless hours to ensure the success of all our endeavours. In addition, the assistance we receive from Carl Aylman and Regine Goldberg is priceless.

We look forward to your support in working with us to create a better experience for all of the schools stakeholders.

Mission Statement

Through leadership, we promote and advocate the diverse interests of Baruch College's graduate student community. We provide a forum to network, exchange ideas and unite as one voice, while in the pursuit of achieving our academic goals.

General Faculty Committee on Collegiate Athletic Activities - Report 2006-07

This year's committee consisted of Profs. Harel, Eng, Xu, and Rosenberg. In addition, three student representatives, and an alumni representative are also a part of this committee. Prof. Harel was elected chair of the committee. One meeting was held in the Fall and one meeting is to be held in the Spring. An athletic budget for 2006-07 is prepared by Prof. William Eng, Director of Athletics and voted on by this committee.

Prof. Eng presented the highlights of the Fall season:

Women's Volleyball: 4th Place
Women's Cross-Country: 2nd Place CUNY Championships
Women's Tennis: 2nd Place CUNY Championships
Men's Soccer: 12-7-1 CUNY Champions
Men's Basketball: 9 – 14 (currently)
Women's Basketball: 17-6 (currently), undefeated in CUNY
Men's Swim: 3rd Place CUNY Championships
Women's Swim: 2nd Place CUNY Championships
Men's Volleyball: 3 - 10 (currently)

At the present time, Baruch stands in 2nd place in the CUNY Commissioner's Cup race. Baruch won the Commissioner's Cup last year for the first time in its history – and will be looking to defend their title this year.

One of the highlights of the season was the "Battle of the Boroughs" (basketball double-header) a college event which hosted over 1,200 students, faculty, and staff which enhanced the sense of community and school spirit. The Women's team won and remains undefeated in CUNY conference play; and the Men's team lost a heartbreaker at the buzzer. It will be another very close race and may come down to the last weekend in May to determine the winner of this year's Commissioner's Cup. GO BEARCATS!!

February 15, 2007

Report of the Committee on Ceremonial Occasions
Prepared by Angela Anselmo, Chair

Baruch College's Forty-second Commencement Exercises will occur on Wednesday, May 30, 2007. Once again, this year we have requested the Madison Square Garden Arena to hold one combined commencement ceremony for both undergraduates and graduates at 11:00 a.m. Our use of the Arena depends upon whether there is any major concert event scheduled. Unfortunately, it seems that it is likely that a concert will take place. If that is indeed the case, there will be two commencement ceremonies in the Madison Square Garden Theater, with undergraduates and graduates at both ceremonies, allowing us to maximize the total seating of the theater and make as many tickets available to the guests of our students. In the latter scenario, the morning ceremony will begin at 11:00 a.m. and the afternoon ceremony will begin at 3:30 pm.

As of yet, there are no keynote speakers confirmed.

February 21, 2007

Report of the Educational Technology Committee
Prepared by Dan Williams, Chair

The Education Technology Committee includes:
Kannan Mohan, Raj Nahata, Noriko Watanabe, Jay Weiser and Dan Williams
Art Downing and Jim Russell represent BCTC *ex officio*

The committee has met on September 25, October 30, and November 27. Its spring meetings are scheduled for February 26, March 26, and April 30. As none of the current members are carried over from the previous year, the principle agenda have been to reestablish a functioning committee.

The committee is working to represent the faculty in the strategic planning function and in decisions about the direction of technological development. In the month of February, the committee will conduct focus groups with selected faculty members to gain insight into faculty perceptions of Educational Technology needs. The objective is to broaden the scope of decision making beyond the current approach, which largely reflects a handful of sophisticated end users.

The committee has also discussed problems with the email system, problems with off campus access to on campus files, and support for a broader range of software, in particular statistical software and citation software. The committee is concerned over the method by which RefWorks became a CUNY wide service with no apparent consultation of faculty.