

Report to the Baruch College Faculty
Submitted 10-9-14 by Christina Latouf, Vice President
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Digital Communications at Baruch College

The below is the latest sampling of the work underway or completed this semester. A full list is available upon request through OCMPA's project management program.

- Baruch's main website is continuously being updated and improved as requests come in college-wide and through our own initiative. Major projects include a new integrated newsroom website with a user-friendly blog, and significant overhauls of the HR and Provost websites. Ongoing updates, such as new homepage banners, CUNYfirst information and documentation, alerts and updates are ongoing. We also provide intermittent Alumni Magazine technical support. Finally, our internal OCMPA website is undergoing a redesign to offer more digital tools such as standardized email signatures and Powerpoint templates with Baruch branding. The OMCPA website will be built with best practices in content strategy and SEO guidelines as a model to present to other internal clients.
- Helped migrate the School of Public Affairs website from the old site to a new responsive web design. We provided both technical production and content strategy. This was a large project and continues to be supported.
- Our next regularly scheduled Social Media Lunch & Learn on November 4 is to educate, inform and build the ongoing relationship with all social media and web editors across the college. Through these efforts, we are building a functional community of those who manage or participate in Baruch digital media efforts as well as share best practices. The November Lunch & Learn will cover Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Social Media Marketing(SMM).
- The weekly e-news was redesigned and created to be mobile friendly. It is now titled "Weekly News @ Baruch" and follows the latest web content strategy guidelines.

Communications Support for College-wide Initiatives

- CUNYfirst went live at Baruch in April 2014, and OCMPA worked with many groups across campus (Administration & Finance, BCTC, Registrar, the Provost's Office, etc.) to plan the rollout and communicate the schedules. We created and sent vital sign-up and training communications to faculty, staff, and students via print, posters, and online media. CUNYfirst's effects on summer enrollment 2014 were partially offset by paying close attention to Baruch student registration and working to maintain an informative landing page in cooperation with the registrar.
- OCMPA worked closely with the Provost's and President's offices as well as Student Life and Alumni Relations to create scripts, remarks, and visuals for commencement and convocation.
- Now working with Office of Human Resources and the Provost's office to revamp their websites.
- Our office created and disseminated internal communications from Human Resources, Finance, Facilities, the Provost, President, Library, Public Safety, and more, as well as the weekly This Week @ Baruch.

Publicity and Public Relations Efforts

- We continue to mitigate the negative publicity around several issues being covered by the media, including: the death of Michael Deng from an alleged Pi Delta Psi hazing event; the Zicklin School of Business Executive Programs irregularities; and etc.
- Taking advantage of the many conferences and seminars planned for Fall '14, we have been aggressively promoting these to external audiences and the local and national media. OCMPA continues to work with each School, Center or Institute to tease out the promotable elements of each event. Aside from increasing attendance, which is the primary responsibility of the hosting group, we are seeing a marked increase in media attendance and coverage.
- OCMPA has taken a more aggressive approach to promoting conferences, faculty and the College through social media channels. There has been an increase in engagement on the College's Facebook and Twitter channels that highlight conferences, faculty research, and media coverage for Baruch.

- We currently have 120 professors and administrators included in our list of Subject Matter Experts. We are continuing to work with each School to expand our list of experts who can be introduced to the media. Our SME area of the online press room has become a useful tool for reporters and we regularly field inquiries from them based on this resource. Most recently we have successfully pitched Baruch professors including: Marc Edelman (Zicklin), Doug Muzzio (School of Public Affairs), and Gail Levin (Weissman) Media Highlights can be viewed through the website at: [Baruch In the News](#).

Marketing Efforts Across the College

The below is a sampling of the work underway or completed in the past few months by OCMPA. It includes the launch of the redesigned SPA website, planned branding refresh of ZSB with external agency support, and some of the advertising campaigns we are executing with our College partners. A full list of our projects is available upon request through OCMPA's project management program. We also recently on boarded our new Executive Director of Marketing and Communications which will enhance our ability to serve the College's needs.

- Working with the School of Public Affairs, we successfully executed a complete website redesign that debuted on August 17. This collaborative effort included effort from those at SPA and OCMPA along with external design and web development agencies. This redesign greatly enhances the user experience and we have already seen increases in overall traffic and the amount of time our audiences are spending on the site. A style guide which will aid in building a consistent look and feel for the School's print and digital assets was also produced as part of this effort.
- We are also partnering with SPA to develop and implement strategies to increase awareness for programs such as: MPA and Executive MPA; MEd in Higher Education Administration; Non-Credit Executive Certificate Programs; Washington Semester
- Working with Zicklin School of Business, we are close to kicking off the initial phase of their marketing refresh. ZSB and OCMPA are engaging a highly respected creative agency to support this effort and hope to start the research for this critical initiative over the next few months once the RFP process is completed.
 - Looking to the future, this marketing refresh will also include an overhaul of Zicklin's website, including navigation, design and content.

- We are working with the schools to create and execute advertising campaign to increase awareness of programmatic offerings and drive prospective students to events. Two examples of these efforts include:
 - Developed and managed a successful campaign for Zicklin MBA and MS programs that yielded a significant number of new inquiries and increases in event attendance
 - A campaign focused on creating awareness for the MA in Corporate Communication within the Weissman School is running in October
- We are working with College stakeholders to promote a new online store to all of our various audiences including students, faculty and staff. This new store provides very comprehensive product offerings and was contracted by CUNY to build online storefronts for all of the CUNY Schools/Colleges.
- OCMPA is working to enhance Calendar entries with graphic and copy treatments and designation as a “Baruch Conferences item” to help obtain CUNY-wide outreach through the CUNY weekly e-mail and NYC.org. This has proven helpful in bringing additional non-Baruch attendees to highlighted events.

Public Affairs Management

- OCMPA is working with the Facilities and Public Safety teams to support the ongoing management of the 25th Street Interim Plaza. Along with fielding questions and complaints from our neighbors, community members and the Community Board 6 (CB6) stakeholders, we assist in communicating Baruch mission and priorities to the local Community as well. An issue that OCMPA has been successful in addressing was the increased number of rats that were being seen on the South West side of E. 25th Street. Two successful events were hosted on the 25th Street Plaza this semester. One was the Undergraduate Student Government’s “Get-Out-the-Vote” Rally which OCMPA helped guide and provide support to the student body. Another was the afternoon convocation ceremony
- OCMPA is currently in the process of scheduling visits to State legislators offices with the Undergraduate Student Government. The effort is being undertaken so that government representatives can hear first-hand from students about their concerns and

needs. A focus will be on members who sit the Assembly or Senate's Ways and Means or Finance, and on the Higher Education committees. These efforts are being made after a successful City and State legislative session during this past spring that resulted in an allocation of \$30 million for the renovation of the Field Building at 17 Lex. That sum is being added to past funding allotments to expand the scope of the project which now totals approximately \$91 million. Additionally, from the New York City Council in the CFY 2015 Budget, the College received support for the renovation of the main Computer Lab, the Subotnick Financial Services Center, and funding for cameras on the 25th Street Plaza. OCMPA is in the process of helping process the funding for these grants and providing the necessary project updates to the various funding sources.

- Fall '14 Public Affairs events on campus include: NY1 State Comptroller's Election Debate on campus on October 15 and New York City Comptroller Scott M. Stringer's forum on "Families and Flexibility: Reshaping the Workplace for the 21st Century" on Monday, September 29th. Baruch will host its annual community reception on December 3. Honorees this year include Assemblyman Carl E. Heastie, MBA '07, who will receive the Distinguished Alumnus Award; New York City Fire Department Commissioner Daniel A. Nigro, BBA '71, who will receive the Distinguished Leader Award; and Principal April Leong, BA '96 of the Diploma Plus High School, who will receive the Distinguished Legislator Award.

Support of Alumni Communications

Our office is excited by the recent arrival of the new director of alumni relations and volunteer engagement, Janet B. Rossbach, who has already partnered with us on several print and digital products. She and her team will continue the strong, successful tradition of collaboration between OCMPA and the Offices of College Advancement and Alumni Relations.

- Twice annually (in May and November), we deliver two print issues of ***Baruch College Alumni Magazine (BCAM)***. Each is 20 pages in length and is mailed to the College's 115,000+ U.S. alumni base. The content is heavily weighted toward alumni news and profiles, although it maintains a balance of meeting the needs of a variety of College constituents. Content decisions are made in conjunction with the leadership of Advancement/Alumni Relations, who contribute

story ideas/directions and sit on the magazine editorial “board.” (Interim VP David Shanton appears on the magazine masthead as Advancement editor.) The board makes content decisions at the twice-annual magazine launch meetings.

- In November 2010, OCMPPA created an online version of the alumni magazine to supplement and enhance the print issue. *BCAM Online* (www.baruch.cuny.edu/bcam) is entirely refreshed following the creation of a new print issue *and* is updated on a monthly basis with articles specifically created to provide content for Advancement/Alumni Relations monthly e-newsletter, the Alumni Brief. The online magazine is a key forum for timely posts and alumni-specific stories that might not otherwise be captured and shared with the alumni community. Since its launch, *BCAM Online* has had 50,000 visits/sessions.
- Two BCAM-related eBlasts are created and sent to 65,000 alumni for each issue of the print magazine. Sometimes these blasts request alumni stories/memories around a theme. If enough response is forthcoming, an alumni-centered online exclusive feature is mounted and promoted.

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