

GENERAL FACULTY REPORT
Enrollment Management & Strategic Academic Initiatives
Fall 2015

The division of Enrollment Management and Strategic Academic Initiatives is responsible for the oversight of the offices of Academic Advisement and New Student Orientation, Financial Aid Services, International Student Services, Registrar, Testing and Evaluation, SEEK and Undergraduate Admissions which all play integral roles in managing the enrollment and programming for the College's undergraduate and graduate student populations.

Enrollment

Baruch's total headcount for fall 2015 is 18,432. We registered 3,179 graduate students and 15,253 undergraduate students. We welcomed 1,942 new undergraduate transfer students (down from last year) and our incoming freshman class consists of 1,477 new students, 135 of whom are enrolled in the SEEK program; these freshman numbers represent a significant increase over last year's. The average GPA of our regularly admitted incoming freshman class is 88.6 and average SAT score is 1247 which, as planned, remained flat from last year. Numbers of underrepresented minority students overall are up, both among the incoming freshman class and the overall undergraduate student body, in real numbers as well as a proportion of the whole.

Recruitment and Admissions

In order to achieve our goals for freshman recruitment and yield, the Admissions counselors and recruiters focused on enhancing the marketing and communication to prospective students and critically assessed on-campus events and yield activities. Fostering relationships with both the Department of Education and several community-based organizations, the team was able to host several college fairs this spring, bringing hundreds of diverse high school students to campus. The fall brings with it planned College for a Day events, open houses for prospective applicants, and also includes a new collaboration with our SEEK and College Now programs offering both academic programming and an application workshop with fee waivers for participating high school seniors.

Leadership Academy

The Office of the Vice President has several initiatives of note furthering our recruitment and diversity efforts. The Baruch Leadership Academy is a summer intensive pre-professional program for high school students affording the opportunity to explore study in the fields of medicine, finance, entrepreneurship and financial engineering, conducted by Baruch faculty, while also engaging in high quality SAT preparation. These students are introduced to the offerings of the college and the program is serving as a strong pipeline for high achieving students, with over 40 past participants enrolling at the College.

Success Network

The newly implemented “Success Network” targets incoming underrepresented minority students and offers academic support with a focus on successful transitioning from high school to college life. Through an intensive pre-semester academic “bootcamp,” as well as workshops, social activities and mentoring, faculty and staff work on building a sense of community amongst new students and serve as advocates for transitioning students. Events are held monthly to continue building a sense of community and belonging for our students.

Student Housing

Lastly, the division recently hired a full-time professional staff member, Edward Pena, to administer the operational aspects of the College’s student housing efforts in preparation for exponential growth in our residential initiative. Currently we have 271 students living in the residence hall at 97th Street. We continue to work together with the VP for Administration and Finance and the Dean of Students to identify possible sites for a residence hall of our own.

Summer ‘16

Special attention is being paid to summer 2016 enrollment and registration. In efforts to increase enrollment while better serving both Baruch and visiting students, the marketing campaign for summer offerings and class registration will begin in early spring, significantly earlier than years past. To that end, departmental course schedules for Summer 16 will be due to the Registrar’s Office in mid-December.

Dreamer Scholars

Since September 2014, Baruch College has participated in a nation-wide known scholarship program for undocumented students known as the TheDream.US Foundation Student Scholarship. Baruch continues to be among the leaders in CUNY, with 30 students having been awarded the scholarship for the 2015-2016 academic year. This fall the program expanded to include an opportunity for students to be trained in strategic storytelling techniques to share their educational and personal journeys as a way to advocate for themselves and others in similar circumstances. The stories of nine talented Dreamers will be performed in a Gala event on November 19, at 7:00pm in the Baruch Performing Arts Center. We hope many of you will join us!

Mary E. Gorman
Interim Vice President