

GENERAL FACULTY REPORT
Enrollment Management & Strategic Academic Initiatives
Spring 2019

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, Housing, 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 official headcount for Spring 2019 is 17,658, down over 300 from the previous spring, representing a 2% drop in enrollment. We enrolled 2,913 graduate students and 14,745 undergraduate students. We welcomed 107 new freshman and 1,408 transfer students this term. With graduate enrollments decreasing 25% over the past eight years, Baruch has become more and more dependent on transfer enrollments to meet revenue targets. This term, with challenges associated with the transition to a brand new undergraduate admissions system implemented university-wide via CUNYfirst, new transfer enrollments fell 11% across the senior colleges. Locally, this translated into our missing our new transfer target by approximately 320 heads.

A thorough review of the factors that created this decline has led to new predictive modeling that we will continue to refine, with the goal of returning to previous levels of enrollment quickly. A full recovery will be dependent not only on securing a robust freshman and transfer class for fall, but substantially increased graduate numbers, as well as progress toward increasing retention and readmit rates.

BMI

This fall the Division welcomed Ashley Okonkwo as the new Coordinator for the Black Male Initiative at Baruch. Ms. Okonkwo holds a BA and MA in Africana Studies from SUNY at Albany, and has taught courses in African-American History and multicultural studies at William Paterson University, SUNY-Westchester Community College, and SUNY-Rockland Community College.

The Black Male Initiative (BMI) is a University-wide student development initiative focused on increasing matriculation, retention and graduation rates of underrepresented students, particularly men of color. BMI @ Baruch is one expression of the College's commitment to access and diversity. BMI projects are open to all academically eligible students, faculty and staff, without regard for race, gender or national origin.

Previously housed within the SEEK program at Baruch, the organizational shift to the OVP-EMSAI represents an increased emphasis on reaching underrepresented students across the entire College community. Ms. Okonkwo will continue to work closely with SEEK, Success Network,

Urban Male Leadership Academy, and Women Empowered for Success, while also building important partnerships with colleagues in Academic and Student Affairs.

Retention

In an effort to continue supporting students towards degree attainment, the Division has recently hired Ms. Debra Phillips as our Enrollment Retention Coordinator. The new position, housed in the Office of the Vice President, will give focused attention to address the needs of students identified as at-risk with intrusive coaching, dedicated programming as well as data analysis to identify trends in student failure to progress.

This new role will work closely with departments in EMSAI but also with cross-departmental committees to offer programmatic support on retention initiatives, including Success Network, BMI and Housing programs.

Ms. Phillips is a CUNY alumna, having completed both her BA and MA in Education at Brooklyn College.

Student Communication

Mongoose Texting was introduced for the Spring 2019 semester to great success. The texting media plan involves sending current students relevant texts that will support them through the academic year. The retention based texts revolve around the academic calendar and other pertinent information such as financial aid and registration dates.

We are continuing to evaluate best practices for providing pertinent information for our student body.

Housing

High vacancies continue to be a challenge for our housing program; out of 415 beds, 326 have been filled. To address the vacancies, we have converted 17 doubles into popular single rooms, charging an adjusted housing cost. 41 students are Out-of-State students, and 40 international students live in the hall. 24 countries are represented in the residence hall; 14 states outside of NY are also represented.

Leadership Academy

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. The program, entering its ninth year at the college, is transitioning from the Office of the Vice President to Undergraduate Admissions, strengthening the recruiting of high ability students and building partnerships directly with potential feeder high schools.