

GENERAL FACULTY REPORT
Enrollment Management & Strategic Academic Initiatives
Spring 2016

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

Spring Enrollment is just over 18,000, down approximately 400 from the fall semester's record high enrollments. We welcomed approximately 70 freshmen, 1500 new transfers, and 380 new graduate students this semester. Our overall enrollment target for Fall 16 is currently 18,100, subject to revision as we approach the new academic year.

Undergraduate Admissions and Recruitment

While applications CUNY-wide are down this year, Baruch is the only CUNY college to see an increase in both freshman and transfer applications for the Fall 2016. Currently, prospective student applications are processed by CUNY through the University Application Processing Center and forwarded to the campuses in distinct waves, or Phases over the course of the spring semester and into the summer (usually six or seven each for freshmen and transfers). This year processing has been delayed and the phases have been arriving to the College approximately two weeks later than scheduled, which presents some challenges to the planned cycle of yield communications and events. Despite this, we anticipate an academically strong and diverse class to arrive on campus come fall. As of this report, we will have made offers to freshman applicants through Phase 2 of the process; Macaulay Honors College and other Scholar offers will begin going out March 15.

Financial Aid & CUNYfirst

The Office of Financial Aid Services was originally scheduled to fully migrate to CUNYfirst during the Spring of 2015; the move, however, was postponed to the Spring of 2016 and will take place in the coming weeks. All staff members have attended comprehensive training to prepare for the changes. In the meantime, all office transactions are executed in legacy systems and then manipulated to transport data to and from legacy and CUNYfirst. Despite the impact this has had on processing time and business activities the office quickly adapted and embraced mechanisms to continuously offer outstanding customer service. The remainder of award year

2015-2016 will continue to be processed in legacy even after the CUNYfirst roll out. Award year 2016-2017 will be the office's first CUNYfirst period.

Class Scheduling

The Provost's Office has created a Schedule Task Force to review the process by which each semester's course schedule is created. The Registrar's Office is a critical partner in this endeavor, which includes forming a timeline for building the schedule, discussing when courses are offered, when and how rooms are assigned as well as other schedule related matters.

SEEK/China Program

The International Student Services Center (ISSC) and SEEK department have collaborated to create a cultural exchange program between SEEK students and first year Chinese students. Students will meet each month this semester and serve as cultural ambassadors, fostering a sense of inclusion and community amongst the two groups. The SEEK student with the highest GPA this cohort will receive a study abroad grant, providing the opportunity to fully immerse themselves in a different culture.

DREAM Diplomats

The Baruch Dreamer Diplomat Program is a unique two-semester internship and training program for undocumented Baruch College students. Undocumented students, often overlooked and generally less visible, bring with them special challenges requiring programming built with special care, consideration and advocacy. During the fall students immersed themselves in a comprehensive storytelling training module that culminated with a performance their personal and educational journey to an audience of friends, family, and (especially relevant here) for targeted undocumented students from 2-year CUNY schools who are preparing for transition to Baruch. This spring students have been assigned to teams tasked with constructing a virtual story-cloud highlighting stories of transfer students with an interest in entering Baruch College. Specifically, each of the eight storytellers will travel to a two-year CUNY school and interview students identified to have an interest in transferring to Baruch College. The stories of the interviewed students will be brought together to be presented as a DACA transfer virtual story-cloud and end-of-year Gala.

Ability to Benefit Test Requirement

The Ability to Benefit (ATB) is a federally approved testing requirement for students seeking financial aid and who do not hold a high school diploma or GED from the United States. The eligibility exam previously administered by CUNY has sunset and the new ATB approved test, Accuplacer, is being implemented as its replacement. This required a total revamp of the ATB testing platform and the operating system. The Office of Testing and Evaluation in conjunction

with Baruch Computing and Technology Center reconfigured the computers and systems in the testing labs. In addition, the Office of Testing and Evaluation modified its ATB test administration and reporting systems to accommodate the new changes. The ATB examinations (reading, writing and mathematics components) are administered to eligible students on a monthly basis. After each test administration, the scores are provided to the appropriate offices and written communications are sent to the students. The appropriate student groups are also posted on CUNYfirst. A total of 494 students were invited to ATB test sessions using Accuplacer thus far this year. A total of 152 students took the examination, 111 fulfilled the requirement.