

Report to the Baruch College Faculty
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Marketing Efforts Across the College

The below is a sample of the work underway or completed in the past few months by Marketing and Communications. A full list of our projects is available upon request through OCMPA's project management program.

- CUNY recently launched a new visual identity, and is now rolling it out through a new advertising campaign that launched at the beginning of October. In conjunction with this, OCMPA is incorporating the new CUNY identity into all new Baruch marketing and communications materials. It is anticipated that CUNY will soon provide a broad rollout plan to the colleges.
- In June, OCMPA and Zicklin wrapped the first full-year recruitment campaign (FY16-17) utilizing the new business school branding. With a media spend of approximately \$750K, the campaign was a robust marketing effort that promoted graduate and executive programs to regional and international student prospects. It employed radio, print, online display, paid search, and social media ads, while positioning the School in high profile media properties which included NPR, *The Wall Street Journal*, *The Economist*, and *TopMBA*, among others. The campaign delivered over 25 million impressions, achieved click-through rates above industry benchmarks, and generated on average over 300 Hobsons leads per month. All marketing was updated with the new look and feel, along with a new suite of five Executive MS brochures.
- OCMPA is working closely with the Zicklin School to launch five new executive degree programs over the year ahead. These include the new modular Executive MS programs—Executive MS in Finance (EMSF) in Mumbai, EMSF in New York, Executive MS in Marketing (EMSM) in Sao Paolo, and the EMSM in New York—and the new Global Executive MBA in partnership with IAE Paris at Sorbonne University and the Coppead Graduate School of Business in Rio.
 - The marketing of the EMSF program in Mumbai was launched in September 2017. A new modular Executive MS microsite was created, and recruitment marketing materials were developed for EMSF, including one-pagers, print ads, web sliders, and social media content.
 - OCMPA is now in the process of developing new microsite sections, recruitment materials, and an advertising campaign to promote the new EMSF NYC and EMSM NYC, which will go live in early November.
- OCMPA is currently partnering with the Weissman School on a number of long term and short term branding and recruitment initiatives. In the long term, the School is aiming to

1) retain a marketing agency to conduct research, positioning exercises, and develop a creative marketing toolkit, and 2) identify a web development agency to build a new Weissman web site; RFPs are currently being developed for these two initiatives. While these projects are in their early stages, an interim refresh of the WSAS website is currently underway, along with the development of new program one-pagers. WSAS materials have been given an updated look and feel that is more consistent with the College's brand identity.

- OCMPA and the Marx School recently collaborated on two multifaceted recruitment marketing campaigns: a summer campaign to promote enrollment in the Executive MPA and a fall campaign to market the September Open House. Tactics included email marketing, search engine marketing, and social media ads. Planning is currently underway to develop a comprehensive marketing campaign for domestic and international student recruitment, and promotion of the February 2018 Open House.
- To support the upcoming launch of the new Confucius Institute (CI) for Global Finance at Baruch, OCMPA is working on a refresh of the Global Initiatives landing page, as well as collaborating with Matt LePere to develop a Confucius Institute microsite, and associated marketing and event collateral.
- Working with the Office of College Advancement, OCMPA continues to support many communications projects, some of which have included the 17 Lex Society Annual Report 2016-17, print and email collateral for the Society's annual reception, new Alumni Relations brochures, and the 25th Alumni Reunion event collateral.
- In recent months, OCMPA has made significant progress in the long-term project of making the entire baruch.cuny.edu website up-to-date and responsive. OCMPA continued to work with numerous divisions to refresh their webpages through updated content, imagery, and functionality, while migrating them to responsive templates.
 - Three major section overhauls were completed, which included the SEEK program, Advisement & Orientation, and the Office of Diversity, Compliance, and Equity Initiatives.
 - Eight updated sections are currently in the build stage; these include the Office of Enrollment Management (OEM) landing page, Office of the Registrar, Financial Aid Services, Dean's Scholars, Testing and Evaluation, the International Student Service Center (ISSC), and Arts at Baruch.
- This past summer, OCMPA coordinated a photo shoot to capture new images of President Wallerstein and students to use in school-wide collateral.

Business Communication Efforts Across the College

Since Spring 2017, OCMPA has produced a wide range of print and digital materials, as well as remarks and event scripting, in support of the three Schools and administrative divisions within the College. Below is a selection of accomplishments. A full list of our projects is available upon request through OCMPA's project management program.

- The department partnered with the Office of the President and Student Affairs to produce three showcase annual events that took place in May and June 2017: Faculty Awards, Student Achievement Awards, and Commencement. OCMPA fully redesigned the commencement artwork used for invitations, programs, signage, and other collateral—the first refresh of its kind in more than seven years. The department also collaborated on scripting for all three events and wrote remarks for President Wallerstein.
- Working with several divisions around the College, OCMPA created professional new designs and content approaches for print and digital collateral, including
 - Starr Career Development Center
 - Early Learning Center
 - Harman Writer-in-Residence program
 - Summer Session 2017
- In collaboration with the Office of Enrollment Management, OCMPA advanced several different projects, including:
 - The design of new window displays that will replace the years-old and outdated displays on the NVC’s showcase windows along the 25th Street Plaza. OEM plans to have the displays replaced sometime in Fall 2017.
 - A new virtual tour for the College website. OCMPA has mapped out the site, developed scripts, and shot screen tests for student guides. The goal is to have a baseline tour up by winter 2017, with more to follow throughout the spring.
 - A first-ever “Finish in 4” campaign, complete with a brand look and content creation.
- OCMPA continued to work closely with the Office of Alumni Relations and College Advancement on numerous projects including the high-quality, twice-yearly *Baruch College Alumni Magazine*; digital and online OAR communications; and numerous posters, postcards, and flyers for alumni events.

The communications team also supported numerous departments, including the Office of the President, Human Resources, the Office of the Provost, and Student Affairs, with their institutional communications needs, including crafting and distributing time-sensitive messages surrounding facilities and campus operations, rankings, and faculty, and leadership promotions and accolades.

Social Media and Multimedia Production

OCMPA continues to actively build Baruch’s presence on social media (SM) channels and enhance engagement with numerous stakeholder audiences. The department works collaboratively with other social media coordinators across the College, including departments such as Athletics, Alumni Relations, Admissions, and the Office of Global Initiatives, in order to build synergy and to cross promote messaging. To further enhance existing efforts, a new

assistant manager position within OCMPA is being established to focus on building the College's social media presence. Here are some recent developments:

- In Q2, there was positive growth in all of the College's SM channels. Notably, Facebook fans grew by 4.6% from 20,578 to 21,527, while post engagements increased by 68.8% from 6,189 to 10,451. Instagram followers increased by 13.3% from 2,758 to 3,124, while engagement increased by 18.9%.
- As Baruch's LinkedIn page currently has over 122,000 followers, OCMPA has increased its use of this channel for sharing stories about student and faculty achievements, and other positive College news. Recent posts such as Baruch's ranking in *U.S. News & World Report* garnered 130,134 impressions and over 30 comments, while a post about the MFE students' win at the recent IAQF competition received 92,079 impressions.
- Over the last several months, OCMPA coordinated new social media campaigns for Commencement, Summer Session Registration, and various recruitment events, while also launching two new video series on social media, [Trending@Baruch](#) and [Baruch Rocks](#).
- OCMPA supported Zicklin graduate enrollment teams by hosting Facebook Live info sessions for the first time. A total audience of 2,871 prospective students attended the four sessions.
- OCMPA collaborated with internal clients to help establish new social media accounts. This included setting up Weissman's Facebook and Twitter accounts, and assisting Marxer on enhancing and establishing their accounts on the same channels.
- OCMPA continues to host Social Media Management Workshops for the College's team of social media managers and content producers.

Over the past year, OCMPA has been focused on developing original multimedia assets to communicate the news and achievements of Baruch College, its students and faculty.

As part of this effort, OCMPA developed a new strategy for the distribution of the created assets, focusing on YouTube as a distribution platform, while positioning new video content on social media to enhance reach to the College's target audiences. YouTube is one of the most used search engines and has emerged as one of the leading resources for students researching potential colleges. Below are some select achievements from these efforts:

- Baruch College's YouTube channels received an image refresh and were organized into one cohesive network of channels. The channel lineup includes: Baruch College, Zicklin School of Business, Baruch Athletics, Starr Career Development Center as well as newly launched channels for The Weissman School of Arts and Sciences and The Marxer School of International and Public Affairs.
- YouTube performance grew considerably over the previous year. A comparison of the metrics from the first three quarters of 2016 to 2017 showed:
 - Total views increased from 35,039 to 58,213
 - Average view duration increased from 1:48 to 2:49

- o Average percentage of content viewed increased from 38% to 58%
 - o Total shares of videos on social media increased from 91 to 409
- Through in-house multimedia production, OCMPA produced 39 new videos in the past year, compared to 10 in the previous year. Six new videos were created for the new Zicklin site, highlighting messages from Dean Huss, the One-Year MBA, Executive programs, and more.
- Two new recurring video series were launched:
 - o “[Trending@Baruch](#)”—encompassing everything from capturing current events to highlighting resources around the college (7 videos which have received 2,084 total views).
 - o “[Baruch Rocks](#)” – fully animated highlight reels showcasing recent Baruch accolades.
 - The first installment, an animated video highlighting the College’s performance in social mobility rankings, was promoted on the web and social media at the start of the fall semester. It received 1,372 views on YouTube; garnered a record-breaking number of impressions on social media channels on Twitter (12,000), Facebook (5,000), and LinkedIn (60,000); and received numerous positive comments on social media from students and alumni.

Public Affairs & Economic Development

- Successfully lobbied for funding from the New York City Council for four capital grant requests under the Resolution- A Capital Program. The requests funded for the City Fiscal Year 2018 include:
 - o \$2,000,000 for the creation of the permanent 25 Street Plaza funded by Speaker Melissa Mark-Viverito and the members of the NYC Council’s Manhattan Delegation, and Council Member Barron—Chair of Committee on Higher Education.
 - o \$500,000 for the Marx School of Public and International Affairs for the Assisted Telephone Interview (CATI) Lab funded by Speaker Melissa Mark-Viverito with the support of Council Member Mendez and Council Member Inez Barron.
 - o \$275,000 for a High Definition Video Conferencing System funded by Manhattan Borough President Gale A. Brewer; and
 - o \$250,000 for an Americans with Disabilities Act compliant entrance at the Lawrence & Eris Field Building at 23rd Street funded by Speaker Mark-Viverito with the support of Baruch City Council representative Rosie Mendez and Council Member Inez Barron.

- Organized a Ribbon-Cutting Ceremony for the official opening of The Martin E. ('59) and Laurie Kaplan Computing and Technology Center on October 13, 2017. The event was attended by Borough President Gale A. Brewer, Council Member Rosie Mendez, and Council Member James Vacca—Chair of the NYC Council's Committee on Technology. Members of the Kaplan family attended, including Laurie Kaplan and her sons Lawrence and Douglas. Several members of the CUNY Administration also attended.
- Hosted Representative Carolyn Maloney's Congressional Youth Cabinet (CYC) meeting at the Field Building at 17 Lex on October 14, 2017. The CYC is a non-partisan, non-political entity of high school students across Manhattan, Brooklyn, and Queens who will serve as policy advisors to Congresswoman Maloney on issues facing young New Yorkers.
- Providing support for the launch of the Confucius Institute for Global Finance launch in December 2017. Recommended a list of government and Chinese community leaders that will be invited to the event, as well as managing the offices marketing collateral for the event including website design and build, digital invitation, and other elements.
- Helped organize and co-sponsor the Baruch College and The 23rd Street Partnership/Flatiron Business Improvement District's annual small business forum titled, "The Launch. The Buzz. They Buy-In." The forum focused on entrepreneurship and the changing landscape for small business featuring a networking breakfast, resource tables, and an entrepreneurship panel and for workshops on September 12, 2017.
- Successfully re-designated \$600,000 from funding for a Quiet Library Reading Room into the \$1,000,000 Library Modernization project to help supplement the balance of funds needed to complete the Library Modernization scope of work.

Publicity and Public Relations Efforts

- OCMPA leveraged the *Wall Street Journal* feature story re: the unprecedented wins of MFE students at international competitions ("[Sorry Harvard and Yale, the Trading Whiz Kids are at Baruch College](#)" and "[Hey, Harvard, Baruch College Just Ate Your Lunch](#)") into coverage on CNBC's Closing Bell: "[Nation's top trading club comes from New York public college,](#)" and NASDAQ's "[#TradeTalks: Baruch Trades Dominate the Competition.](#)"
- Baruch College teamed up with WeWork to garner publicity re: the College's 2017 Commencement speaker, the company's CEO and co-founder Adam Neumann, who received his BBA at the ceremony. [TechCrunch](#) profiled Neumann, who spoke about his positive experiences at Baruch College, and the diversity of the student body.
- OCMPA continues to closely monitor key college rankings and promotes these rankings, to external audiences via its communications channels, which include the College's website, social media, and press outreach. The Newsroom contains an up-to-date list of [college rankings](#) that augment the department's multi-prong efforts to promote our

institutional messaging: Baruch College provides a high quality, affordable education, and is a catalyst for social mobility.

- We increased promotion re: the free exhibitions at the Mishkin Gallery resulting [coverage](#) for “Self-Taught Art from Latin America and the Caribbean: The Aldermaro and Ana Romero College,” and [features](#) and “[Editor Top Picks](#)” re: “The Photographs of Marcel Sternberger: Portraits of the 20th Century.”
- We continue to be proactive in media pitching and highly responsive to press inquiries to place our Subject Matter Experts in local, national, and international news coverage on a wide range of current topics. Positioning Baruch College as a reliable “go-to” resource for journalists has resulted in a steady stream of placements in such outlets as the *New York Daily News*, *New York Times*, *Los Angeles Times*, *Newsweek*, *Reuters*, *Marketplace*, and *El Nuevo Dia*, among many others.
- We anticipate expanded coverage in several key international media as we finalize plans with the U.S. State Department’s Foreign Press Center re: press briefings with our Subject Matter Experts for its NYC-based journalists.

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