

Report to the Baruch College Faculty
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Fall 2019

I. Marketing Highlights Across the College

Below are highlights of marketing and communications initiatives completed or underway from the past 6 months. A full list of projects is available by request from OCMPA's project management system.

- In May, CUNY appointed its **new Vice Chancellor for Communications and Marketing, Maite Junco**. Senior members of the OCMPA team attended meetings with the new VC and her central CUNY communications and marketing unit, and are actively engaged in coordinating activities with the group. Current activities include partnering on CUNY's new university-wide Hootsuite social media management system; reporting weekly on PR/event activities; and participating in an upcoming mini-conference this month.
- OCMPA is in the process of developing a **3-year college strategic plan for marketing, communications and public affairs**. In the spring, OCMPA collaborated with all three schools to develop school-specific strategic plans that will help to inform and shape the college plan.
 - OCMPA is currently working with Marxer to hire an agency to do a major marketing refresh; to examine the school's competitive positioning and update its marketing creative look and feel. This is one of the strategic initiatives discussed above which will commence this fall.
 - Also as part of the above-noted strategic planning, OCMPA worked closely with Zicklin in the spring to conduct meetings with the school's major internal units to gain understanding of recruitment, business development, and marketing priorities. A 1-year operational plan for Zicklin will be developed in addition to a 3-year strategic plan.
 - Further, OCMPA worked in collaboration with Zicklin to develop a proposed institutional brand elevation strategy, which aims to build the Baruch brand and individual School brands; this draft proposal was presented to the president and college leadership team in June.
- OCMPA partnered with Zicklin and NREI to help them market their new **Graduate Online Certificate in Real Estate Finance**, through a two-flight advertising campaign that ran in January and June through August. The 2nd flight of the campaign utilized paid search and social media ads, which generated over **3 million impressions** and **10,593 clicks to the program website**. It included digital ads on realdeal.com, a website for real estate industry professionals.
- In early spring, OCMPA developed and implemented a new digital advertising campaign for the **Leadership Academy**. Working with our media agency, OCMPA and OEMSAI developed a robust media plan that included paid search, social media, display, and print advertising with the NY Times. These teams worked with Baruch's media agency, to develop a new media plan, which greatly improved ROI, through enhanced targeting and cost efficiency:
 - Traffic to the Leadership Academy webpage nearly doubled from what it was last year – accomplished with the same budget as last year.

- Paid search achieved a nearly 7% click-through rate (CTR) and Facebook’s CTR was higher than 0.4%, performing far above industry standard. (By industry standards, 2% and 0.25% (respectively) are considered good CTRs.)
 - NYtimes.com ads drove an average page view time of 16 minutes; without these viewers, the site’s average is one minute.
- OCMPA partnered with Marxe to develop and launch the **Marxe Graduate Programs Fall Open House advertising campaign**. This 5-week campaign was implemented to promote the September Open House, one of the two major recruitment opportunities for the school. The campaign included minor adjustments to the Marxe microsite and refreshed creative look; the media included digital ads in City & State, NYNP, City Limits, Facebook, LinkedIn, and Google Adwords. In this campaign, we ran programmatic display advertising to reach a larger audience. Organic social media outreach was increased.
- OCMPA worked with OCA to design a theme for the **BCF 50th Anniversary** collateral. We applied the theme to the 17 Lex Report, the Annual Donor’s report, and designed new printed notecards for the new Baruch College Fund (BCF) President, Helen Mills. In addition, the team worked closely with OCA to coordinate themed-marketing materials for the annual **17 Lex Society Luncheon**, which took place in September at the New York Spy Museum.
- OCMPA worked with OEMSAI to plan and implement the **Summer Session** advertising campaign. With a much smaller advertising budget this year, the external digital marketing was removed from the campaign. We utilized cost-efficient methods to market the Summer Session including email, social media, and direct mail.
- A new Baruch College **business card template** reflecting the new CUNY logo has been approved and is ready for implementation for all schools.
- OCMPA worked with the Office of New Student and Family Programs to create a theme for the **Fall 2019 Student Convocation**. The theme was implemented several templates used for the PowerPoint presentation, printed postcards, and digital signage.

II. Business Communication Efforts Across the College

Serving as a central marketing and communications resource for Baruch, OCMPA continues to produce 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.

- OCMPA kicked off the spring semester crafting remarks for President Wallerstein to deliver at the annual Student Achievement Awards event, Commencement, the Bernard Baruch Dinner, and a special 50th anniversary dinner for the Baruch College Fund. The team also met with the forthcoming Interim Provost Jim McCarthy to provide speech-writing support for the fall Convocation event and later his welcome to the College community.
- OCMPA also continued the college-wide rollout around the College’s **Reputation Management Toolkit**, which went live in December 2018. The team presented to the College Senior Staff team, SEEK, and as a professional-development offering within the Office of Student Affairs. The toolkit houses a wide range of communications resources, guidelines, release forms (approved by legal), and digital assets.
 - In the past six months, the Toolkit has had more than 4,000 unique pageviews. The top

content users seek out on the toolkit

includes: boilerplates, backgrounders, letterheads, logos, and contact information.

- OCMPA continues to work closely with the Offices of Alumni Relations and Volunteer Engagement (OARVE) and College Advancement on numerous print and digital pieces, such as event invitations and the creative concept for the 30th annual Bernard Baruch Dinner, as well as the high-quality, twice-yearly print editions of *Baruch Alumni Magazine (BAM)*.
- Assets from the print BAM continue to be the central and essential content for the online magazine, which is managed by OARVE. From June through August, BAM online has received more than 12,000 page views, with more than 100,000 total impressions for all stories. The profile of alumnus Mark Smiley performed particularly well, with 64,000 impressions across LinkedIn, Facebook, Twitter, and Instagram, and more than 1,000 “likes” across social platforms and 99 comments. The social outreach also contributed to 4,760 online page views garnered for that one story.
- The communications team remained on point for all internal institutional communications, editing and distributing dozens of announcements. The team tested different formats and schedules, and noticed an average of 5% increase in open rates overall, indicating enhanced internal engagement. Average message open rates by category were as follows:
 - o Campus Announcements: 40% (highest open rate: 48% for ITB project updates)
 - o BCTC Alerts: 34% (highest: 38% for planned maintenance outage)
 - o Diversity & Inclusion: 41% (highest: 44% for September newsletter)
 - o HR Updates: 33% (highest: 37% for four-day summer workweek)
- OCMPA continues work with partners across the college to curate, edit, and distribute **This Week @ Baruch**, redesigned and made mobile friendly for the start of the 2019–20 academic year. For the six issues of TW@B sent this fall, engagement is about 42% or greater, representing an increase of about 5% from the end of spring semester.

III. Web, Social Media, and Multimedia Production Highlights

OCMPA has continued to progress and evolve its digital and social media communications, leveraging new and emerging technology.

Web Highlights

- Provost Website - OCMPA collaborated with BCTC to overhaul the **Office of the Provost’s website**. The new site has a streamlined navigation and content and a user experience similar to the Office of the President. The layout and flexibility of the new site will support communication needs among faculty, department chairs, and administrators; present Baruch in a more attractive manner to potential new faculty hires, and better support the Middle States Commission on Higher Education reaccreditation process. The new website is on track to launch in fall 2019.
- In support of the Office of the President, OCMPA collaborated with BCTC to create a presidential search website (in conjunction with CUNY and the external executive search agency) and to launch a new web section for the College’s new [Strategic Plan: 2018-23](#), including pages on the strategic planning process, implementation, and school and unit plans.

Social Media Highlights

OCMPA continues to actively build Baruch's social media presence and enhance engagement with numerous stakeholder audiences on Instagram, LinkedIn, YouTube, Facebook, and Twitter. In Q1 and Q2 2019 all channels saw positive growth in audience and engagement.

- In Q2 2019, social media efforts across Baruch College resulted in nearly **17,000 referrals to Baruch's website**. Some of the top referring content included BPAC events, Baruch Athletics stories, Baruch news items, rankings, and recruitment posts. This indicates that social media is a major source for news and information for a variety of our target audiences, including current and prospective students.
- OCMPPA continues to refine its analysis of Baruch's social media channels and its competitors. A **competitor analysis** has been incorporated into quarterly reports so that the team can benchmark its progress in comparison with other CUNY and NYC colleges. Compared to other CUNY senior colleges, Baruch's Q2 Instagram follower growth and engagements were above average, while our growth and engagement on Facebook and Twitter was comparable. Baruch is one of the most active schools for posting.
- Toward the goal of **building social media capacity** and strategy across the College, OCMPPA convened the **Social Media Working Group** in June to share best practices on content strategy and editorial calendar development. The team also presented key takeaways from the Google Higher Education Summit.
- Social media continues to be an integral source of **promotion for Baruch's major recruitment marketing campaigns**. In addition to providing guidance on using organic social media to support paid advertising campaigns, OCMPPA worked with partners to amplify their efforts directly on the main College channels. OCMPPA used organic social media to support the following campaigns: Marx Open House, Newman Real Estate Graduate Certificate Program, Zicklin Open House, Summer Session, BPAC, and the Leadership Academy. On Facebook, our organic recruitment promotions reached more than 43,000 users, resulting in more than 800 clicks to our website.
- OCMPPA and other internal partners are focusing on growing their use of Instagram, particularly using features such as **Instagram Stories and Highlights**. OCMPPA uses these mediums for promoting partners' IG profiles and major events, as well as engagement and branding campaigns, such as Baruch Rocks, Commencement, Rankings, Virtual Tour, Summer Session, and Teacher Appreciation Week. Recently, OCMPPA incorporated a weekly events calendar and monthly recruitment calendar into its "events" highlight. In Q2 2019, Instagram drew more than 535,000 impressions across stories and posts, more than any other social media channel at Baruch, and up from 316,000 in Q1.
- In spring, OCMPPA created a social media campaign to generate awareness and excitement for **Commencement**. More than 65 posts were sent across all channels to share information leading up to the event and celebrating the big day. Digital promotion of the YouTube live stream helped generate over 4,000 views. New tactics this year involved creating a Instagram highlights campaign to help students get to know our keynote speaker, **NY State Assembly Speaker Carl E. Heastie**, and honorary degree recipient, **Former Baruch College Fund**

President and Notable Alumnus Max Berger. Commencement social media activities captured 455,000 impressions and more than 16,000 engagements across all platforms.

- This summer, CUNY announced plans to implement a university-wide version of **Hootsuite Enterprise**, a social media management tool. This project is a major step forward in CUNY's effort to centralize social media efforts across the campuses, and in our ability cross-collaborate content and promotions with CUNY and other campuses. Hootsuite also streamlines social posting and analytics. OCMPA identified seven partners across the College to participate in the initial rollout at Baruch, which included a Hootsuite training seminar at CUNY in September.
- In July 2019, OCMPA launched a college-wide **social media audit**. The purpose is to establish a record of all social media accounts that fall under the Baruch College name, and to identify and close dormant accounts. Through a previous audit conducted in May 2018, OCMPA catalogued 195 social media channels associated with the college. Working with internal colleagues, OCMPA has so far identified **15 channels for removal** and **96 to be maintained**. The next step in this ongoing, multi-phase project is to remove defunct channels and ensure that existing channels are regularly monitored by account holders.

Multimedia Highlights

- In the Fall 2018 semester, OCMPA launched a **new Multimedia Production Working Group** within Baruch. The main goal is to engage with colleagues across the college who are producing in-house or hiring service providers, to facilitate production, copyright and usage management, and distribution protocols. This group will cultivate a collaborative environment for multimedia creation and storytelling across the College.
 - The group has met three times since the inaugural meeting in December 2018, with an effort to hold meetings at least once-per quarter moving forward.
 - Members of OCMPA as well as partners around the college continue to identify individuals to be members of this ever-growing group.
 - Future meeting agendas are derived from surveys sent to all attendees about topics they would like covered when utilizing multimedia in a more aligned manner with their department needs.
- As part of the **Multimedia Production Working Group**, OCMPA has been crafting best practices tutorials and presentations encompassing many facets of multimedia development, production, and distribution.
 - After being presented to the working group, these tutorials are adapted into assets that will populate a new section of the **Baruch College Reputation Management Toolkit**. Users can navigate through these tools utilizing interactive video tutorials which include different content sections, powerpoint presentations and cheat sheets.
- One of the College's strongest avenues for multimedia distribution is its **YouTube channel**. Performance continues to show considerable growth over the previous year. A comparison of the metrics from Fall 2018 to Spring 2019:
 - Total views increased from 39,920 to 51,165.
 - Average view duration saw a considerable increase from 1:21 to 2:35, resulting in a total audience retention rate of 59%.

- Total shares of videos on social media also saw a significant increase from 257 to 510.
- Total subscribers gained increased from +132 in the Fall to +204 in the Spring of 2019. The channel currently has over 1,700 subscribers.
- Total impressions more than doubled, with Fall 2018 seeing 216,369 impressions, which rose to 524,370 for the Spring 2019.
 - YouTube impressions are derived from people requesting our materials through direct searches, or through YouTube itself suggesting our content to all of its users. We increase our suggestions through YouTube by increasing our impression click-through rate, and our video watch time.
 - Impressions generated through direct YouTube suggestion have been steadily climbing, up to 15.6% of total impressions, from 13% last year.
- 32% of the total viewership for the Baruch College channel has come through a YouTube search. Traffic through direct **YouTube search** has recently become the top source for all of Baruch College's channel traffic. Continuing the trend of YouTube emerging as a top search engine for prospective students and their higher education research, students are clearly turning to multimedia to research the institutions they are considering attending.
- Baruch celebrated its **50th Anniversary** over the course of the 2018-2019 academic year. OCMPA partnered with the President's Office to develop a year-long series of multimedia projects telling various aspects of the Baruch story, beginning with the College gaining its independence in 1968 and how that has shaped its history in the years leading up to the present.
 - The first video in this series, "**50 Years of Access to Excellence and the American Dream**", premiered at Fall 2018 Convocation, and garnered **3,121 views** on YouTube, 47 likes, 55 shares. Uploading this video to Instagram resulted in 799 views and 96 likes.
 - The above-noted first video in the series was awarded a **2019 Bronze Telly Award in the category Branded Content General–Documentary**.
 - The second video in the series, "Celebrating 50 Years with "Love Stories" from Our Community", premiered on Valentine's Day and garnered 1,902 views, along with 37 likes on YouTube.
 - After natively uploading this video to Facebook, the video received 880 views.
 - We recut this video into multiple smaller format videos ideal for Instagram. Combined, they have since received 2,594 views and 293 likes on Instagram, and 3,067 views on Facebook along with 141 likes. The recut videos performed highly on LinkedIn as well, with our alumni audience tuning in for a combined 21,794 views.
 - The third and final video in the series, "Baruch College at 50: Looking Ahead" premiered following Commencement and has thus far garnered 773 views.
- Baruch's two recurring video series continued:
 - o "**Trending@Baruch**"– encompassing everything from capturing current events to highlighting resources around the college, with three new installments released in the Spring and Summer of 2019

- o 20 total videos have been produced, receiving 11,179 total views, 121 Likes and 70 shares.
 - o “**Baruch Rocks**” – fully animated highlight reels showcasing recent Baruch accolades. The series has received 12,647 total views on YouTube, as well as 76 shares and 92 likes.
 - o “**Baruch Rocks: Student Opportunities**”, the third installment of the series, was released on February 25. Promoted on the web and in social media, it has thus far received **1,754 views** on YouTube and **3,700 impressions**. On Facebook it has received 481 views.
 - The video was also awarded a **2019 Bronze Telly Award in the category Social Video–Fully Animated**.
- In collaboration with the Office of Enrollment Management and BCTC, OCMPA developed and launched a new **Virtual Tour** in the Fall of 2018. The tour features an interactive web presence that allows students to visually navigate the campus on a map that features twenty-one unique stops accompanied by a video tour of the location. The **twenty-one unique tour videos are being migrated to social media**, which allows another avenue for direct access for our students. Thus far the migrated videos have received a combined 3,601 views on Instagram and 2,691 views on Facebook, to go along with 23,936 views on YouTube.
- Over the summer OCMPA partnered with the **Weissman School of Arts and Sciences** to produce two new video features showcasing graduate programs in both **Arts Administration and Corporate Communication**. The videos will be distributed as part of the Weissman’s Schools outreach efforts beginning in the Fall 2019.
- OCMPA has continued to partner with Zicklin to produce videos throughout the academic year, promoting programs and course offerings. Some of these projects include:
 - A **new Zicklin Spotlight series**, which showcases the work of a Zicklin professor in a sit-down interview hosted by Dean H. Fenwick Huss. The first video from this series, Zicklin Spotlight: Professor Nizan Geslevich Packin, was released at the start of the fall semester and has already garnered 647 views.
 - Two videos featuring the MBA and Executive MBA programs respectively, which have garnered 572 combined views.
 - Two additional videos focusing on Executive Masters of Science programs in both Finance and Human Resource Management, respectively.

IV. Promotions, Publicity & Public Relations

- OCMPA addressed various public relations situations and continuously monitored relevant issues covered in the media.
- As part of OCMPA’s overall capacity building priority, an initiative was launched to share with the three schools the analytical resources provided by Cision Communications Cloud, a web-based public relations/earned media platform. OCMPA contracts with Cision to provide an essential public and media relations software tool for identifying key press outlets to promote the College, daily monitoring of relevant news, and analyzing metrics of Baruch’s coverage and outreach.

- o To kick-off this project, OCMPA held training sessions with communications and marketing staff at Marx and Weissman, supported by Cision reps, and arranged for each school to have its own access to the platform.
 - o With this access, people can run an analysis comparing the coverage of each school, and its faculty, to its respective competitors and peer institutions.
 - o OCMPA will continue to work with the Schools' engagement with Cision, so that they can execute full advantage of the metrics and analysis features.
- Reflecting its commitment to improvement via data analysis, OCMPA added a partner feedback mechanism to its Integrated Content Campaigns (ICCs), a brand journalism initiative launched in fall 2018.
 - o ICCs are designed to more effectively and broadly trumpet the good news about Baruch College, its faculty, and students by leveraging the department's publishing and multimedia tools, proactively engaging with campus partners, and maximizing the reach of their numerous communications channels.
 - o Following the distribution of select ICCs—which include a full suite of written, visual, and social media assets—OCMPA gathers information from the partners to determine where the campaigns were promoted, such as e-newsletters or webpages, and how the messaging performed on social channels, such as Facebook, Twitter, and Instagram.
 - o For example, feedback and metrics from an ICC to announce *U.S. News & World Report's* “2020 Best Graduate Schools” ranking revealed the following:
 - Four partners promoted the news, which resulted in combined metrics of more than 3,000 impressions on Twitter and a reach of nearly 2,500 on both Facebook and Instagram.
 - These partner metrics are in addition to data tallied from OCMPA's own promotion: Total impressions on Baruch's Facebook, Instagram, Twitter and LinkedIn accounts totaled 29,714, and 1,165 user engagements (likes, shares).
 - o Feedback and metric analysis from partners allow OCMPA to strategically adjust upcoming ICC messaging to better align with varied marketing priorities and resonate with different audiences.
- Throughout late spring and summer months, OCMPA created content to showcase a wide range of student success stories, including the [NY State Assembly internship](#); [2019 Presidential Management Fellowship](#); [Watson Fellowship](#); [NYC Urban Fellow](#), the first Baruch and CUNY recipients of a [Harold W. Rosenthal Fellowship](#); a [National Science Foundation Research Experience for Undergraduates](#); and [2019 Jonas E. Salk Scholarship](#).
- OCMPA deployed a multi-prong communications approach for other positive news, such as Weissman's Distinguished Professor of English Grace Schulman being elected to the American Academy of Arts and Letters. OCMPA garnered media coverage on Spectrum News NY1; placed the story in *CUNY Matters* magazine and was featured on CUNY's homepage.
 - o OCMPA also sent out a “News Flash” email to staff and faculty.
 - o According to OCMPA's metric analysis, there was a 27% open rate, indicating the email was read by nearly 1,000 individuals.

- OCMPA pitched CUNY-TV to cover more segments about what is happening at Baruch. Subsequently, CUNY's redesigned "Urban U" aired a [lengthy segment](#) to explore Baruch's Institute of Public Administration archives at the Newman Library, and how the College is launching the first digital portal to this rich resource. The Blue Notes, Baruch's student acapella group, ended the show with a performance.
- Within a span of six months, Baruch garnered more than ten important external recognitions for academics, access and affordability, which OCMP widely promoted thru ICCs, Baruch's website, and social sharing channels.
 - o [U.S. News & World Report Names Baruch College to the "2020 Best Graduate Schools" List](#)
 - o [Baruch College Named One of the Top Public Colleges in U.S., According to *Business First*](#)
 - o [Baruch College Tops "America's Best Value Colleges 2019" List by *Forbes*](#)
 - o [Baruch College's Executive MPA Program Earns Top Ten Ranking for "Best Value" in the U.S.](#)
 - o [CNBC Ranks Baruch College as a Top 10 Public University for Return on Tuition Dollars](#)
 - o [Baruch College Ranks as One of "America's Top Colleges 2019" by *Forbes*](#)
 - o [Baruch Claims #2 Spot on Money's "Best Colleges in America" List](#)
 - o [Baruch College Makes The Princeton Review's "Best 385 Colleges" 2020 Guidebook](#)
 - o [Kiplinger Names Baruch College Among the 10 Best Colleges with Lowest Average Student Debt](#)
 - o [Baruch College Accounting Programs at the Zicklin School of Business Selected Among the Best in National Professors Survey \(9/11/19\)](#)
 - o [Baruch College Ranks among the Best Regional Universities in the North by *U.S. News & World Report*](#)
 - o [Baruch College Earns High Rankings for Value and Diversity by the *Wall Street Journal/Times Higher Education*](#)
 - o [Baruch College Secures Top Spots in *Washington Monthly's* 2019 College Rankings](#)
- OCMPA has established Baruch College as a reliable subject matter resource for journalists and producers who are working on stories and covering breaking news. Among the robust coverage over the last six month, subject matter experts have been quoted in [The Wall Street Journal](#), [U.S. News & World Report](#) and [Bloomberg](#).

V. Public Affairs & Economic Development

Lobbied for Resolution-A Funding from New York City Council for \$1.95 Million

- o Baruch College was allocated New York City Council Resolution-A Capital Budget funding for City Fiscal Year 2019-2020 for the following projects:
- o \$1,500,000 by NYC Council Speaker Corey Johnson for a Mason Hall Stage Elevator Lift that will create a new elevator lift connecting the Mason Hall basement, first floor auditorium level, alley load-in dock and stage levels.

- o \$150,000 by Manhattan Borough President Gale A. Brewer for the upgrading of Mason Hall Audio/Visual Equipment that will also be augmented to include the latest instructional technology systems in the auditorium.
- o \$300,000 by City Council Member Carlina Rivera for the Mason Hall Audio/Visual project as well.
- o \$1,500,000 was requested for the creation of a Multi-Purpose Room at the Field Building at 17 Lex but was not funded in the CFY 2020 budget

Lobbied for State and Municipal Capital Program funds totaling \$525,000

- o \$350,000 to create gender neutral single occupancy ADA restroom(s) on the ground floor lobby of the Lawrence and Eris Field Building at 17 Lex.
- o \$175,000 to design and upgrade the lighting, control system, wiring and panel of the Sidney Mishkin Art Gallery.

Lobbying Metrics: The College applied for \$4.125 million in supplemental capital funding and was allocated \$2.475 million; 60% of the College's capital project requests were funded.

Mounted a multi-pronged lobbying effort for \$25 million capital funding for the Field Building at 17 Lex during the 2019 State Legislative Session

- Successfully coordinated support for capital funding of \$25 million for the Phase 2 renovation of the Lawrence and Eris Field Building at 17 Lex to Speaker Carl Heastie from Assembly Members Harvey Epstein, Richard N. Gottfried, Yuh-Line Niou MPA '11 and Diana Richardson MPA '10.
- Mounted a grass roots campaign with the Undergraduate Student Government to write letters requesting capital funding support for 17 Lex from key legislative leaders.
- Sent over 2,000 postcards requesting capital-funding support for the Phase 2 renovation of the Field Building at 17 Lex to legislative leaders in Albany from Baruch students.
- With the Office of Alumni Relations, we organized outreach by New York State alumni to their state legislative leaders to support capital funding for the Field Building at 17 Lex
- Results of the campaign: The New York State Assembly did include an allocation of \$28.8 million for Baruch College capital initiatives such as the Field Building at 17 Lex in its one-house budget bill. However, the State Senate did not follow suit in allocating any additional capital funding for Baruch College or the CUNY system in their one-house budget bill.

With Baruch and the Local Business Community:

- Partnered with the Flatiron/23rd Street Partnership on the 11th Small Business Forum held at Baruch College on September 25 focusing on social responsibility and sustainability. Out of 165 people that RSVP'd, there were more than 90 individuals that attended the event. Dean Fenwick Huss gave welcoming remarks on behalf of the College and alumnus Seth Besmertnik BBA '04 participated in a fireside chat regarding ethical marketing and corporate responsibility . During the event, Department of Small Business Services Commissioner Gregg

Bishop indicated he would like to set up an employment pipeline for Baruch College graduates and SBS; and he has been connected to the Starr Career Development Center.

- Coordinated with the National Voter Registration Day organization and the Undergraduate Student Government to register students, faculty and staff during National Voter Registration day on September 24th and 26th. During the effort, the Undergraduate Student Government and Model United Nations volunteers registered 253 individuals. To keep the “Be #VoteReady” enthusiasm and engagement going strong, the USG will continue its registration efforts by hosting a table on a monthly basis and during large, popular events for students now that the infrastructure and guidance that OCMPS developed for these efforts is in place.
- Worked with the Census Bureau to have representatives attend the Starr Career Development Center job fair, and to have its representatives raise awareness about the census during the family resource fair during Convocation.
- Connected the Starr Career Development Center with the New York City Department of Small Business Services (SBS) to establish an employment pipe-line of Baruch graduates into SBS.
- Liaison to the Department of Transportation and the Dept. of Design and Construction as the work on the 25th Street Clivner=Field plaza progresses. Community concerns are being voiced and Baruch works actively with the City agencies to mitigate concerns and help the community find information and resources.
- Liaise with the Facilities team as 17 Lex construction continues: To mitigate negative impact on the local community; to keep the Baruch community updated.

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