

*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 system.

- In collaboration with the Office of Enrollment Management and BCTC, OCMPA developed and launched a **new Virtual Tour** of Baruch College. The tour provides a look at the College's schools, programs, and campus facilities, through photo carousels, videos, and an interactive map. Including 21 videos, the new tour is a significant enhancement to Baruch's recruitment marketing tools. Launched on October 1, the new virtual tour is being promoted through the college website, social media and other recruitment materials. **www.baruch.cuny.edu/virtualtour**
- In recent months, OCMPA has worked closely with the President's Office, Alumni Relations, and Advancement, to develop communications to celebrate **Baruch's 50th Anniversary**, which is being commemorated throughout the 2018-19 academic year. A 50th anniversary logo, identity guidelines, and boilerplate message, was developed and made available for use by units and offices across the College. Several high-visibility collateral pieces have been developed, including a step-and-repeat backdrop, podium banner, promo items, and themed alumni event invitations. Working with the Office of Alumni Relations, OCMPA developed an anniversary video (the first of three anniversary videos planned this year), which showcases the historical events of 1968 and debuted at convocation.
- As the fall season has started, OCMPA is currently working closely with the Zicklin, Marxe, and Weissman Schools, on their recruitment marketing efforts. As marketing budgets have been reduced this fiscal year, OCMPA is developing strategies to support enrollment with less dollars. Strategies include increasing the efficiency of media campaigns, enhancing use of social media for recruitment, and strengthening email outreach. Advertising for the Zicklin and Marxe graduate programs began in September.
- Plans are underway for OCMPA to launch a **new Integrated Marketing & Communications Working Group**. Composed of representatives college-wide, the purpose of this group will be to enhance collaboration on brand and recruitment marketing initiatives, build opportunities for cross-promotion, develop institution-wide standards and best practices, and maximize use of central resources. The first meeting of this working group will be in November.
- In July/August, OCMPA coordinated a review of the College's recruitment advertising activity with its agency, Working Media Group. In FY18, the marketing team oversaw 11

recruitment campaigns (an all-time high, and almost double compared to six in prior year), totaling close to \$800K. To support these efforts more efficiently, a new electronic campaign report format was developed, which will reduce agency man hours on reporting by 40%. Some recent campaign highlights:

- o In FY18, OCMPA and the Zicklin School worked to streamline the online marketing campaigns to promote the Graduate Degree programs (MBA, MS), the Executive Degree programs (EMBA, EMBA in Healthcare, Executive Doctorate in Business). The year-long graduate campaign yielded a total of **11.3 million impressions** and drove **86K ad clicks**; notably, the ad budget decreased by 56% compared to prior year, while application levels remained strong and increased by 4%. The executive campaign yielded **9.5 million impressions** and generated **42.7K ad clicks**.
- o OCMPA and the Marxe School recently wrapped two marketing campaigns. The Spring Application Push and the September Open House campaigns included digital ads with *City & State*, *New York Nonprofit Press*, *City Limits*, Facebook, LinkedIn, and Google AdWords. The spring campaign yielded over **3 million impressions** and **6,000 ad clicks** on Facebook and Google. Notably, City Limits generated an impressive **85K impressions** and **421 link clicks**.
- o Working with Zicklin and the Newman Institute, OCMPA helped launch the College's first dedicated ad campaign to promote real estate programs, which resulted in an increase in applications and acceptances. This fall, OCMPA will help launch a multi-flight campaign promoting the online certificate in real estate finance.
- Working closely with the Provost's Office and the President's Office, OCMPA produced communications to support the inaugural **Faculty Convocation**, which took place in September. The online invitations helped to generate an impressive turnout at the event, and the program to honor faculty achievements was well received.
- OCMPA is supporting Marxe with updating their **25th Anniversary logo**, and continues to support the School with event collateral for the Marxe Issues Breakfasts, Ackerman Lectures, and the Social Impact Career Fair.
- Working with the Office of College Advancement and Office of Alumni Relations, OCMPA has been developing communications for the President's Annual Appeal, the 17 Lex Report, the Kossoff Lecture, and the BCAA 50th Anniversary Dinner Journal ad.
- OCMPA has partnered with the Athletics Department this fall to create a new logo, brand identity, and marketing plan to promote the **Baruch Summer Camp**. Marketing of the camp will launch in January 2019.
- In collaboration with the Zicklin School, OCMPA created a brand identity and marketing campaign for the launch of the new **Atlas Global Executive MBA**, a partnership program with IAE Paris at Sorbonne University and the Coppead Graduate School of Business in Rio. An international advertising plan, website, and recruitment collateral were developed. In August, the work on the Atlas program was set aside, due to the deferral of the launch.

- In the past several months, OCMPA partnered with the Weissman School to 1) retain a marketing agency for a brand refresh and 2) conduct an RFP to build a new website for the School. Due to recent budget reductions, these projects have been deferred. Current efforts are now focused on new recruitment materials, and the promotion of info sessions through web and social channels.
- In late June, OCMPA coordinated two campus photo shoots (still and drone photography) during the summer to increase the college's photo library of general images, a much-needed resource. Another photoshoot, this time in partnership with the Office of Enrollment Management, is scheduled in October. Later this year, OCMPA will be expanding usage of its **MerlinOne** digital asset management system (for storing/archiving photos and video), so that more offices across Baruch can tap into this valuable resource.
- The rollout of the new **CUNY identity** continues as an ongoing priority for OCMPA. A new Baruch identity standards document has been created, while updates to the website templates, digital screens, and various email/newsletter templates continue and are near completion.

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.

- Earlier this year, OCMPA partnered with the Office of the President and Student Affairs to produce the annual **Student Achievement Awards** and **Commencement**, two showcase annual events that took place in May 2018. OCMPA managed content and produced all artwork used for invitations, programs, print and digital signage, and other collateral. The department also wrote remarks for President Wallerstein for both events and served as the lead scriptwriter for Commencement.
- In further support of the Office of the President, OCMPA wrote remarks for two international events: the graduation of the inaugural COLMAN class in Israel and a policy speech on the history of US-China relations delivered in China.
- In recent months, OCMPA has worked in collaboration with the President's and Provost's offices to create a showcase publication for the new **Strategic Plan: 2018-23**. This project followed a year of support that included institutional communications and awareness campaigns, participation in working group sessions, and editing.
- In a similar manner, OCMPA is playing an active role on the College's **Middle States** re-accreditation committee, developing a webpage, establishing a strategic communications campaign, and editing communications for the associate provost in charge of the effort.
- Working with the Office of College Advancement, OCMPA created professional collateral and drafted presidential remarks for the **Bernard Baruch Dinner** (April 2018)

and the **17 Lex Society Reception** (October 2018). The office is also collaborating with OCA on the annual report for the Baruch College Fund (to be completed January 2019).

- OCMPA continues to work closely with the Offices of Alumni Relations and College Advancement on the high-quality, twice-yearly print editions of *Baruch Alumni Magazine* and numerous other print and digital pieces, including invitations, postcards, posters, flyers, programs, video, and screen/screen feeds.
- The communications team further refined its internal communications strategy to include monthly messages surrounding **Diversity and Inclusion** efforts around the College. This digital publication was an instant success, capturing **50% open rates** (which is approximately 15-20% higher than on all other digital communications). OCMPA is using this success to build an internal communications strategy that would similarly package and regularly distribute messages from key clients such as Human Resources and the Office of the Provost. The team continues to monitor metrics in order to optimize open rates.
- OCMPA continued working the divisions around the College to refresh webpages—content, imagery, functionality, and responsiveness—across the website, notably the Office of the Provost and the Weissman School of Arts and Sciences.
- The unit also continues to update and create print collateral for clients around the College, including the Harman Writers in Residence, the Baruch Bearcats Summer Camp, International Education Week, and others.

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; the need for fiscal austerity; faculty research and release time; and President Wallerstein’s decision to step down in June 2019.

Social Media and Multimedia Production

OCMPA continues to actively build Baruch’s social media presence and enhance engagement with numerous stakeholder audiences. The team continues to refine its content strategy, emphasizing Baruch’s reputation for academic excellence, community partnerships, social mobility, and more. Below are the highlights of recent positive developments.

Strengthening the team and infrastructure for Baruch’s social media and multimedia communications, is a key priority. As such, OCMPA has restructured its team to create two new positions dedicated to this area. The **new associate director of multimedia marketing and communications, Heidi Kerr**, began in September. The **new assistant manager for social media and digital marketing** is expected to begin in October.

Social Media Highlights:

- In Q2 2018, there was positive growth across all of the College's social media channels. Most notably, Facebook impressions grew by 119% and more than doubled the total link clicks from Q1 2018. Instagram followers increased 8.7% from 3,978 to 4,323. Total likes and comments were up 11.8% in Q2, with a total of 5,801 interactions.
- One of the major developments has been the team's implementation of new **integrated content strategies** to enhance the College's reputation and visibility. The recent *US News* and *Money Magazine* rankings, as well as the Guggenheim awards received by Weissman faculty, were stories featured through multiple channels such as website, video, social media, on-campus screens, and more.
- In the spring, OCMPA promoted Baruch College's **Commencement** across all social channels. Twitter posts generated more than 72,000 impressions and 830 clicks, while Facebook activity generated more than 39,700 impressions and 1,394 links to view more content. In addition, commencement posts encouraged readers to view the YouTube Live Stream. The success of this effort resulted in 5,083 total views of the stream with a peak number of 295 views.
- A plan is currently being developed to promote the College's new Virtual Tour in social channels throughout the year. Launched on October 1, the welcome video is being featured on social media and promoted using **Instagram's new IGTV feature**.
- OCMPA continues efforts to build and coordinate Baruch's social media strategy across the college. Recent meetings of the **Social Media Working Group** featured presentations by GCMC, the Weissman School, and Alumni Relations, as well as invited CUNY representatives to share their plans to adopt Hootsuite as an enterprise-wide management tool. The next meeting is set for early November.
- On October 30, OCMPA will host the **CUNY Digital Council Meeting** at Baruch College. This meeting provides an opportunity to share Baruch's social and digital marketing activities with teams from other CUNY institutions, as well as collaborate and discuss best practices.

Multimedia Production Highlights:

- This fall, OCMPA will launch 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. In addition, the working group will cover topics such as Production and Identity Standards, Rights Management, Ownership and Usage Rights, Asset Management and Strategic Distribution of produced content.
- One of the College's strongest avenues for multimedia distribution is the college-wide **YouTube channel**, which was strategically revamped into a new Baruch College

“network” this past year, organized into channels for each school and several other departments. YouTube performance continues to show considerable growth over the previous year. A comparison of the metrics from Spring 2017 to Spring 2018 showed:

- o Total views increased from 31,502 to 45,228.
- o Average view duration increased from 1:53 to 2:39.
- o Total shares of videos on social media increased from 153 to 406.
- o Total new subscribers increased from +5 to +32.
- YouTube performance also saw an increase as the semester opened, with new and returning students, faculty, and the rest of the Baruch community utilizing the multimedia channel to explore the College:
 - o Total views were 5,148 in the month proceeding the first day of the new semester. Total views were 9,328 in the first month of the new semester, representing a traffic increase of 81% month over month.
 - o Total shares of videos increased from 27 to 76.
 - o Total new subscribers increased from +19 to +35.
- Through in-house multimedia production, OCMPA produced **115 new videos** thus far in 2018, collaborating with various colleagues across the college:
 - o As previously mentioned, OCMPA designed and developed a **new Virtual Tour** of the College, in collaboration with the Office of Enrollment Management and BCTC. A year-long initiative, the just-launched tour features **21 videos** that were internally produced, showcasing various offices and resources around the College.
 - o With Baruch celebrating its **50th Anniversary** this coming year, OCMPA is partnering 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 Baruch’s history in the years leading up to the present academic year. The first video in this series premiered at Convocation and has already garnered 1,500 views on YouTube and 689 views on Instagram.
 - o In collaboration with the Weissman School of Arts and Sciences, OCMPA produced three multimedia pieces to highlight the two Weissman professors who were recently awarded **Guggenheim Fellowships**. The three videos featured thoughts on the fellowship’s impact from Dean Romero, and highlighted the research being conducted by professors Esther Allen and Alison Griffiths. These videos have accumulated 961 views since their publication.
 - o OCMPA has partnered with the **Zicklin School of Business** to produce several videos through the spring and summer promoting programs and course offerings, including videos showcasing their Consulting Program, International Students at Zicklin and their Executive MS in Finance. Collectively, these videos have garnered **661 views**.

- o Partnering with the Office of College Advancement, OCMPA produced personalized “Thank You” messages for 75 of Baruch’s key donors. Many responded, expressing their gratitude for receiving a message directly from the students their contributions have impacted.
- o Baruch’s two recurring video series continued:
 - **“Trending@Baruch”**– encompassing everything from capturing current events to highlighting resources around the college (14 total videos have been produced, receiving 7,285 total views).
 - **“Baruch Rocks”** – fully animated highlight reels showcasing recent Baruch accolades. The second installment, highlighting the College’s recent headlines, was promoted on the web and social media throughout the spring semester, and has thus far received **7,187 views** on YouTube.

Public Affairs & Economic Development

- Successfully advocated and allocated for New York City Resolution-A Capital Budget funding for City Fiscal Year 2018-2019 for the following projects:
 - o \$700,000 from Speaker Corey Johnson’s citywide capital budget to replace our current Private Branch Exchange (PBX) with a Voice Over Internet Protocol (VoIP) system, which will have greater functionality and will support new services to our users and achieve additional efficiencies in business processes.
 - o \$500,000 from Speaker Corey Johnson’s citywide capital budget to replace the Network Core Switches systems that manage the transmission of data across the campus network, and will permit stronger network security measures.
 - o \$300,000 from City Council Member Carlina Rivera’s discretionary capital budget to replace all the main entrance doors, including two revolving and 4 swing doors, on the Information Technology/Library Building.
 - o \$300,000 from Manhattan Borough President Gale Brewer discretionary capital budget for the balance of funds to replace all the main entrance doors, including two revolving and 4 swing doors, in the Information Technology/Library Building.
- Held a meeting with President Wallerstein and new Baruch College Assembly Member Harvey Epstein, who represents our South Campus, to discuss the College’s operating and capital priorities.
- Scheduled a campus tour and site visit of the Lawrence and Eris Field Building with Assembly Member Harvey Epstein, who is committed to supporting the College’s request for funding of the future phases of construction for The Field Building at 17 Lex.
- Held a meet and greet with President Wallerstein and new District 4 Council Member Keith Powers to introduce him to Baruch College and the College’s operating and capital priorities.

- Began the planning for the annual President's Power of Community Reception on December 5, 2018, at which Assembly Member Ron Kim MPA '06 will receive the Distinguished Alumnus Award and Jessica Walker, President of the Manhattan Chamber of Commerce, will receive a Distinguished Leader Award.
- Coordinated and helped plan the College's annual Small Business Forum in partnership with the 23rd Street Partnership/Flatiron BID on September 12. The event brought 100 small business owners and entrepreneurs to Baruch for workshops and a keynote discussion on the City's small business climate with City Council Member Carlina Rivera and Deputy Commissioner Rachel Van Tosh of the City's Department of Small Business Services.
- Supporting the Newman Real Estate Institute in their goal of greater visibility to government policy makers. Working on scheduling a meeting with NYC Council Land Use Chairman Rafael Salamanca, Jr.
- Advised and supported Dr. Gavin Shafron, College Prevention Coordinator, on the establishment of a Community Coalition as part of a Drug and Alcohol Abuse prevention grant program administered by NYS Office of Alcoholism and Substance Abuse Services (OASAS).
- Advised and supported Baruch's Director of Athletics, Heather MacCulloch, on permit requests for use of the City's field tracks for the soccer team.
- Worked with Assistant Vice President Lisa Edwards on formulating the CFY 2019-2020 City capital budget request to the New York City Council.

Promotions, Publicity & Public Relations

- OCMPA has launched a multi-channel and multimedia communications strategy to promote good news about Baruch College, faculty awards and achievements, and student fellowships and accomplishments. Referred to as an integrated content campaign, this new strategy helps ensure that Baruch is effectively and extensively broadcasting newsworthy stories via all available communication channels. For each campaign, OCMPA produces and packages together various components— including a master story, multimedia elements such as video, animation or graphics, and social media messaging—for select articles and announcements. OCMPA then collaborates with partners throughout the college, such as the three Schools, Student Life, and Government and Community Affairs, to use the turnkey news package on their channels to engage and reach a broad range of internal and external audiences.
- OCMPA applied this newly developed integrated content campaign strategy to announce the 2018 Guggenheim Fellowships awarded to Esther Allen, PhD, and Alison Griffiths, PhD, faculty members in the George and Mildred Weissman School of Arts and Sciences. Dr. Allen, a professor in the Department of Modern Languages and

Comparative Literature, was named a fellow for translation, while Dr. Griffiths, a professor in the Department of Communication Studies, was named for Film, Video, and New Media Studies. Both were the only candidates selected in their respective categories.

- o This integrated content campaign included the following elements: prominent slider with link to a video interview with both professors on the Baruch homepage; feature story posted in the Newsroom; two additional versions of individual interviews with Professors Allen and Griffiths; lead story in *ThisWeek@Baruch*; graphic with the professors' photos on monitors in campus buildings and in the Kaplan Computing and Technology Center; and a press release distributed on CUNY Newswire; along with numerous social media messages on Facebook, Twitter, and LinkedIn. The integrated content was also promoted by Weissman School of Arts and Sciences and the Office of Alumni Relations, among other campus partners.
- To secure the most favorable option for a top-notch media monitoring, press distribution, and impact measuring service, OCMPA investigated several platforms that are in use in both the higher education sector and in private industry. After several months of research and product demonstrations from vendors, OCMA contracted with [Cision](#). Looking ahead, we intend to engage our partners across campus, including the three Schools, on ways that they can access and benefit from certain tools and features of the platform.
- OCMPA continues to promote numerous events, initiatives and student achievements throughout the College. Recently, we developed content to report on [President Wallerstein delivering keynote address on U.S.-China security relations](#) at the Global Finance Forum hosted by the Shanghai International Studies University (SISU)-Baruch College Confucius Institute; Baruch being named a [top producer of Fulbright U.S. Students](#), and the [Bernard Baruch Dinner raising more than \\$1 million for the Baruch College Fund](#).
- OCMPA closely monitors and announces channels the latest top rankings and national recognitions earned by Baruch College during the year. These include: [U.S. News & World Report naming Baruch among the nation's 2019 best graduate schools](#); [Princeton Review's "Colleges That Pay You Back: 2018 Edition,"](#) [America's "Best Value Colleges 2018"](#) by *Forbes* and Kiplinger's ["Top 300 Best College Values of 2018."](#)
- We continue to position Baruch as a cultural resource for the community by promoting the Mishkin Gallery. We garnered media attention for the exhibition *Flor Garduño: Trilog* in NYC event listings, arts blogs and community calendars. .

- Through consistently assisting news outlets with their developing and trending stories, Baruch College has cemented its relationship with the press as a reliable resource for regional, national, and international editors, journalists and producers in print, broadcast, and online. Coverage include [*The New York Times*](#), [*The Guardian*](#), [*Time magazine*](#), [*Washington Post*](#), and [*WNYC radio*](#).

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