

Report to the Baruch College General Faculty
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Fall 2014

William and Anita Newman Library

Library Master Plan - The project officially started on June 19, 2014 with a meeting that included representatives from Baruch, CUNY Office of Facilities Planning, Construction & Management, and AECOM, the architectural firm competitively selected to develop the plan. Since that date AECOM has conducted individual interviews and group visioning sessions with students, faculty, staff, and administrators. The steering advisory committee for the project includes Gary Hentzi, Nancy Aires, and Jay Weiser. A survey of student, faculty and staff opinions regarding library space and services is scheduled for September 29 – October 19. While these activities are in progress, AECOM has also been conducting an analysis of the physical building and its systems.

Electrical Outlets – Thanks to Lisa Edwards and the staff of Buildings & Grounds, there are now electrical outlets and re-charging stations on all group tables in the library. Undergraduate Student Government had made this a high priority request last semester.

Partnership with the Writing Center – The Writing Center has launched a new additional service location at the Library's reference desk. Students may schedule 50-minute appointments using the Center's online scheduler. Walk-in assistance is also provided at the desk, if a student is not already scheduled during a time slot. Details are posted on the Writing Center's web site at:

<http://writingcenter.baruch.cuny.edu/our-services/one-to-one-sessions/meet-us-in-the-library/>

Museum of Public Relations – The Museum of Public Relations has placed its research collections on loan to the Library for a two-year period for purposes of exhibition, use in research and instruction, and public access by appointment. The loan was featured in an article in the Business Section of the *New York Times* on September 14th ("Museum to Hone Image of the P.R. Profession"). The opening of the first exhibition, "The People, Ideas and History that Shaped PR's First Hundred Years" on September 23rd coincided with a panel discussion arranged by the Museum, Corporate Communication International, and other sponsors. The panel featured three of the PR profession's foremost thought leaders: Harold Burson, Murial Fox, and Herb Schmertz. The video of the event is available at:

https://baruch.mediaspace.kaltura.com/media/1_bc1pumbl

Institute of Public Administration Collection – The Carnegie Corporation of New York awarded the Library a \$125,000 grant to begin to process and preserve the archives of the Bureau of Municipal Research/Institute of Public Administration. The project team (Sandra Roff, Ralph Blumenthal, Jessica Wagner, Aleksandr Gelfand, and Steven Calco) have created a blog to document their work on the collection and share the interesting artifacts they uncovering. The blog, which is entitled, "An Adventure

in Democracy”, after the phrase that appeared on the seal of the Institute, is available at:

<http://blogs.baruch.cuny.edu/ipaprocessing/>

Laptop Vending Machine – The Library has introduced a kiosk that dispenses 12 Dell laptops and 12 MacBooks for one day loan periods at no cost to students. Located next to the reference desk, the kiosk allows students to borrow any time that the library is open, including during extended hours for midterms and finals when the library is open 24 hours. Based on the user experience with this first unit, additional ones may be placed in other areas on campus.

NeoGeo/Landfill Club – The Library’s New Media Artspace is hosting a two-part exhibition curated by Assistant Professor Katherine Behar. As the exhibit description notes, “artist Marina Zurkow continues her investigation of the ecological impact of petrochemicals through a series of digital animations and a growing installation that invites public contributions of discarded plastic objects. Developed in collaboration with Daniel Shiffman, NeoGeo simulates drilling for oil, as though drilling through the four floors of the vertically stacked Artspace galleries. Literally “drilling down” for a deep inquiry into the relationship between petroleum (“rock oil” in Latin) and the Deep Time of geological formation, NeoGeo uses mathematical visualization tools, combined with painstakingly hand-drawn fragments of rock, to render the unseen seen. The series of four Quicktime movies is based on procedural animations created in processing, an open source programming language and development environment.

Landfill Club, co-created with Ben Kauffman, is a social practice project that “drills up” into future Deep Time, looking at long lasting relations between petrochemicals and humans. To acknowledge how these new and evolving forms of chemical and cultural intimacy affect the future of bodies and geology, viewers are invited to adopt a piece of plastic from their personal waste streams, and live with it long enough to get to know it. In the process, participants will learn about its chemical structure and future prospects, before submitting it to a growing archive of objects on display in the Artspace.” The show will run through December 1.

Baruch Computing and Technology Center

Renovations – (1) The design phase of the renovation of the main student computing lab in the Library & Technology Building is nearing completion. The Baruch team is working with CUNY Central and Blair Mui Dowd Architects to make final decisions. Sample furniture on loan from potential suppliers is being placed in the area to test our choices and obtain student opinions. (2) The replacement of the HVAC units and the UPS in the College’s main data center are scheduled to occur this fall. The fiber is already being run through the building. The existing units are past end-of-life and their unreliability has been responsible for system and network outages. There will be at least one full day of downtime when the new equipment is connected. (3) The only item remaining with regard to the Data Center phase of the 17 Lexington Avenue (Field Building) renovation is the cutover from the legacy data fiber connections to the new ones. That has been scheduled with the vendors and will occur soon. The cutover does not involve an interruption of service.

Guides and Tutorials – The client services team has created many new guides to assist faculty with using the upgraded equipment in classrooms, network accounts, and other technology services. As part of the

team's "Introduction to Technology" there is a group of quick tutorials that clearly show faculty how to use all their Baruch and CUNY accounts. They are available at:

<http://www.baruch.cuny.edu/bctc/facstaff/>

CUNYfirst Accounts – Now that the College is in its first full semester with CUNYfirst, faculty will want to visit the CUNYfirst help page (<http://www.baruch.cuny.edu/cunyfirst/faculty.html>) for information on how to perform administrative tasks such as verifying attendance and entering grades. Any remaining issues with obtaining a CUNYfirst account or the appropriate privileges should be communicated to the BCTC Help Desk for support.

Conference Calls – The College has contracted with an outside vendor to provide "reservation-less" conference calls for faculty and staff. Each department or unit is given an identification code that is used in conjunction with a specified dial-in number. Anyone interested in this service should contact Michele Epstein for an identification code.

Automated Phone Directory – This is a reminder that the College has an automated telephone directory which may be used to place calls to staff. To use it: Dial *411, say the name of the person you wish to call and the system will automatically connect you.

Cell Phone Discounts – Employees of Baruch College are eligible for cell phone discounts from various vendors. Details are available at: <http://www.baruch.cuny.edu/bctc/phone/index.htm>

Office of Institutional Research and Program Assessment

The mission of the Office of Institutional Research and Program Assessment is to compile, maintain, and analyze institutional and other data to support the organizational, decision-making, and planning functions of the college. The Office works closely with Baruch's administrators, schools, departments, and faculty to improve student learning.

The Office has been involved in a number of projects over the past year to support decision making at the College, including data collection for AACSB re-accreditation and the Middle States Periodic Review Report; data relating to the performance of students participating in online courses; data for the creation of the College Portrait for the Voluntary System of Accountability (VSA/SAM).

Institutional Research developed a longitudinal retention model for new students which included both transfers and freshmen from the fall 2007 incoming cohort. The students were tracked for six years and outcomes including retention, graduation and transfer-out were included in the dependent variable. Summer study strongly associated with retention, as was admission to the Zicklin School, full-time study, GPA, and financial aid in the form of grants. Major risk factors for dropping out included course withdrawal, course failure, and incompletes. Students were also more likely to leave following the spring term than after the fall, and older students were more likely to drop out than younger students. We anticipate developing a predictive model by incorporating the fall 2008 incoming class and extending the model using employment data.

The Office also assisted the Office of Diversity in preparing the College's Affirmative Action Plan (AAP). We are in the early stages of developing a campus-wide set of dashboard indicators. This spring we will again be administering the National Survey of Student Engagement (NSSE) as well as the Noel-Levitz student opinion surveys.