

Report to the Baruch College Faculty
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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.

- OCMPA continues to collaborate and work closely with the CUNY Office of Communications and Marketing.
 - In November, OCMPA hosted the new Vice Chancellor Maite Junco and her Associate Vice Chancellor Monica Tavares, at Baruch. This was a valuable opportunity to share marketing and communications priorities and challenges, and opportunities for collaboration.
 - OCMPA Exec. Director Leanna Yip is currently serving as co-chair of the newly-formed **CUNY Marketing Council**, building upon Baruch's partnership and work with CUNY Central.
 - In late February, Baruch coordinated and delivered a presentation on brand management at CUNY's Marketing Council. The meeting was attended by more than 40 marketing/communications staff from other CUNY institutions.
- OCMPA partnered closely with Zicklin School stakeholders to develop a **one-year strategic marketing plan** for the business school in 2020. The two teams also worked together on a number of initiatives:
 - As part of Zicklin's strategic marketing plan, OCMPA worked with Zicklin to redesign an array of their Graduate and Executive program marketing collateral. The following **seven brochures and trifolds** were redesigned and professionally printed for recruitment efforts: MBA, MS, Executive MBA in HCA, Executive MS in IS, Executive MS in Finance, Executive MS in HRM, Doctorate of Professional Studies in Business.
 - OCMPA continued to partner with Zicklin to increase the efficiency of their Graduate and Executive advertising campaigns. The campaign, which includes Facebook display, Instagram newsfeed, and Google search, has been enhanced with more investment in boosted event posts and organic social media. A total of \$12K was spent on Executive programs in January, generating **2.4 million impressions** and **over 9,800 clicks** to the website. Graduate campaign spend in January was \$8.3K, generating **over 954,000 impressions** and **over 5,500 clicks**. Facebook and Instagram advertising was particularly effective with a **.39% clickthrough rate (CTR)**, which is far above industry average.
 - Plans are underway to develop an updated visual style and modern approach for storytelling for **Zicklin multimedia** efforts. This new style will be implemented in the next Zicklin Spotlight showcasing the Global Leadership Program's South Africa trip. Following that, a Zicklin Business showcase video will be developed as a major brand-building tactic for the school.
- OCMPA continues to work closely with the Marxe School on marketing efforts for image-

building and recruitment:

- OCMPA partnered with Marxe to launch their **Spring Open House advertising campaign** to promote Marxe graduate programs. With a budget of \$28,000, the campaign generated over **6 million impressions** and **24,276 clicks** to the promotional microsite. Google search engine marketing (SEM) performed particularly well with a clickthrough rate (CTR) almost double that of February 2019. The 5-week campaign, which ran in January and February, included digital ads in City & State, NYNP, City Limits, Facebook, LinkedIn, and Google Adwords as well as programmatic display ads. It also included ads on Efficient.gov, a new outlet targeting government agencies. Planning for the second phase of this recruitment marketing campaign is currently underway.
- OCMPA is also collaborating with the Marxe School on efforts to hire an agency to do a **marketing refresh**. The project scope includes conducting market and consumer research, a competitive review, review of the school's positioning, and a redesign/update to Marxe's marketing. The request for quote (RFQ) is scheduled to go out next month.
- OCMPA partnered with the Weissman School to organize a **strategic planning session** with the school's major internal stakeholders in October, and then further helped with the development of a marketing roadmap to articulate communications priorities for the year ahead.
 - As part of this effort, OCMPA collaborated with Weissman to create a design for the new **Art Speaks Justice series**, a speaker event that highlights art and social justice issues. The collateral included an event program, poster, and web slider. In addition, the Silberman Series Poster for the 2020 season was updated.
 - OCMPA also worked with the Weissman School on marketing for the annual **Harman Writers in Residence** program, including development of brochures, bookmarks, event collateral, and web sliders, to enhance promotional efforts.
- As part of a continued collaboration, OCMPA partnered with the **Office of College Advancement** in the fall to create a new design for the 17 Lex Society Reception at the Spacescape – New York's Spy Museum & Experience. The event collateral included a digital Save the Date invitation, a printed event invitation and envelope, and digital signage for the event venue. In addition, OCMPA worked with the Office of College Advancement to refresh the Annual Thanksgiving postcard, and update the CUNY Tuesday giving campaign.
- OCMPA partnered with the **Office of Enrollment Management and Strategic Academic Initiatives** to redesign the **International Recruitment Brochure**, giving it a more contemporary look with updated photos, information on tuition and program offerings. This multi-purpose collateral piece is currently in the final proof stage.
- To support the **Baruch Performing Arts Center (BPAC)**, OCMPA helped to develop and launch Facebook ad campaigns to promote its major fall and winter performances: Sonnambula, Alon Goldstein, and Daedalus Quartet.
- OCMPA partnered with **Baruch Leadership Academy** to develop its 2020 spring recruitment campaign. With a budget of \$20,000, the campaign included ads in Facebook, Google, teenlife.com, nytimes.com, and more. Ads were redesigned with new imagery, and given a fresh revitalized look. The five-month campaign launched in mid-February.

- In December 2019, a new marketing brochure for the prominent **Tools for Clear Speech** program was designed and developed, with updated photos and information on programming.
- In October through December, OCMPA worked with **SEEK (Search for Education, Elevation and Knowledge)** to review their draft marketing plan and discuss strategies to promote their program and students. As part of these plans, an updated boilerplate message was created for the unit, along with a new multi-purpose one-page backgrounder for marketing purposes.
- 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 Baruch in LA alumni reception and the annual Baruch luncheon in Boca Raton.
- Over the last 3 months, OCMPA team members partnered with the **Office of the President** to create a draft roadmap for outgoing and incoming president communications for 2020. This plan included the announcement of the President-Designate Dr. S. David Wu (February 2020), President Wallerstein's State of the College address (March 2020), and other major upcoming events such as the Bernard Baruch Dinner (April 2020), Baruch College Farewell Party (May 2020), BCF Farewell (TBC), and Commencement (June 2020).

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, event scripting, and video production in support of the three schools and administrative divisions within the College.

- The spring semester got off to a running start with the CUNY Board of Trustees announcing a president-designate for Baruch College: Dr. S. David Wu, who will begin his tenure on July 1. With a week to prepare, OCMPA coordinated numerous communications for the Monday, Feb. 3, announcement. This included planning, writing, and rolling out social media content; coordinating same with CUNY and College partners; designing and strategizing website sliders; and scheduling and drafting internal communications, including a message from President Wallerstein, a *TW@B* newsletter announcement, and a message to accompany Dr. Wu's welcome video (which OCMPA also shot and edited). Data for these and other efforts appear below.
- Related to the presidential transition, President Wallerstein has scheduled a State of the College address to be delivered on Thursday, March 26. In collaboration with his office, OCMPA is developing collateral to highlight the president's achievements during his 10-year tenure.
- For Convocation 2019, OCMPA worked closely with Student Affairs to help plan and develop collateral, in addition to writing remarks for the provost, who led the event in the president's absence. Other fall events that required presidential remarks and collaboration included the annual 17 Lex Society Reception (with the Office of College Advancement), President Wallerstein's trip to China to celebrate the 70th anniversary of a partner institution, and the centennial celebration of the Zicklin School of Business,
- In the past six months, the Reputation Management Toolkit has had more than 4,560 unique page views. The three top-viewed assets are:
 - Baruch and CUNY Logos
 - Marketing and Promotional Tools (Letterheads, PowerPoint Templates, At-a-Glance

Backgrounders)

- Editorial Style Guide
- At the end of 2019, OCMPA grew the College's **Reputation Management Toolkit** to include a new section on Multimedia Storytelling Tutorials and Resources that features best practices for photography, video, and media production.
 - These resources were presented at the Multimedia Production Working group, and transformed into tutorials to include as assets on the toolkit. Users can navigate through these tools utilizing interactive video tutorials which include different content sections, PowerPoint presentations and cheat sheets.
 - This new resource for Baruch College currently has three new tutorials on Photography, Video Production, and Tips for Low-, Mid-, and High-Fi Approaches to Media Production.
- OCMPA continues to work closely with the Offices of Alumni Relations and Volunteer Engagement (OARVE) and the Office of College Advancement (OCA) on numerous print and digital pieces. With the end of the College's 50th anniversary year, OCMPA worked with OCA to refresh their brand materials. This new design style was featured in numerous materials, including the Baruch College Fund annual report, the 17 Lex Society report, and thank-you cards from the new BCF president.
- OCMPA also collaborated with OARVE and OCA on the high-quality, twice-yearly print editions of *Baruch Alumni Magazine (BAM)*. Assets from the print edition of *BAM* continue to be the central and essential content for the online magazine, which is managed by OARVE. From September through February, in support of the Fall 2019/Winter 2020 print edition of *BAM*, *BAM* Online received more than 11,000 page views, and articles on social media garnered more than 60,000 total impressions across platforms. OARVE also experimented with sharing *BAM* articles via interactive Instagram stories, with the image-heavy profile on graffiti artist Victor Fung ('05) boasting more than 4,700 total viewers.
- In support of two College strategic plan goals, OCMPA launched an institution-wide effort to develop an internal communications plan whose goal it is to build an institutional strategy, foster collaboration among communicators, and put in one place the tools we have to reach our various audiences and the strategies that drive our communications. A senior-level meeting was convened at the end of 2019 with leaders from BCTC, HR, Buildings and Grounds, the Office of the Provost, Enrollment Management and Special Academic Initiatives, the Office of Student Affairs, and OCMPA. Focused follow-up meetings to strategize and problem solve have since been held with Buildings and Grounds and HR, two key partners in this plan.
- The communications team remained on point for all internal institutional communications, editing and distributing **101 announcements** from August 2019 through February 2020. Average message open rates by category were as follows:
 - o Campus Announcements: average open rate: 40.57%; highest open rate: 53% for water issues in the Field Building; second-highest open rate: 52% for appointments and retirements in Admin and Finance
 - o BCTC Alerts: average open rate: 45.21% for planned maintenance outage; this was the only BCTC Alert sent in this timeframe

- o Diversity & Inclusion: average open rate: 41.92%; highest: 47.51% for Reaffirmation of Commitment to Diversity/Inclusion
- o HR Updates: average open rate: 35.97%; highest: 39.48% for 2019 Contract implementation
- o Message from the President: average open rate: 34.05%; highest: 44.20% for the news of two students deaths; second-highest open rate: 43.78% for President-Designate Wu Welcome evite
- OCMPA continues work with partners across the College to curate, edit, and distribute **This Week @ Baruch**. For the 21 issues of *TW@B* sent between August 2019 and February 2020, engagement averages 42.5%, making the e-newsletter one of the most consistent, high-performing digital broadcasts produced by OCMPA.
- The communications team also helped develop and edit scripts for numerous video projects, including the Faces of Social Mobility (featuring Helen Mills, BCF president), the social mobility overview, and Baruch is NYC, as well as videos currently underway, including a BPAC patron services video.

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.

WordPress Migration

- OCMPA is collaborating with BCTC in a major effort to migrate the Baruch College website off of an obsolete web editing platform (Contribute) onto WordPress by December 2020. Below is a timeline of the current sites launched in WordPress and a proposed migration schedule for all other Baruch sites.

Department/Area	Target Start Date	Proposed Launch Date
Zicklin School of Business		November 2017
Library		January 2019
Office of the Provost		November 2019
Division of Student Affairs	October 2019	End of January 2020
OCMPA Toolkit, Strategic Plan Site	November 2019	End of February 2020
Marxe School of Public and International Affairs	January 2020	End of March 2020
Office of Enrollment Management and Strategic Indicatives	February 2020	End of April 2020
Human Resources	February 2020	End of April 2020
Administration and Finance (Bursar, Conference Center, Public Safety)	February 2020	End of April 2020
Office of the President: • Office of Legal Affairs and Labor Relations, • Office of Diversity, Compliance, and Equality Initiatives	April 2020	End of June 2020
Baruch Computer and Technology Center (BCTC) and Institutional Research	April 2020	End of June 2020
Weissman School of the Arts and Sciences	May 2020	End of July 2020

Baruch College Homepage	June 2020	End of August 2020
50+ Additional Small Sites	August 2020	End of December 2020

- A member of OCMPA will be assigned to each WordPress migration project team. The role of OCMPA in this project is to provide content governance and establish consistency and best practices in terms of information architecture, content, and general usability. OCMPA will also serve as a project manager for tasks related to the site content.
- OCMPA attends regular update meetings alongside BCTC for partners undergoing the migration process. These meetings include a project intro meeting, initial meetings with the project team, meetings to assist with creation of sitemaps and confirming scope, and regular content reviews and check-ins. OCMPA is also responsible for conducting final QA as it applies to site content.
- OCMPA is spearheading the communications effort around the WordPress migration. To date, we have assisted with communications and presentations to the cabinet and college senior staff, along with updates on Provost site launches in *This Week@Baruch*. Ongoing communication and transparency around the WordPress migration process to faculty and staff is a priority. Regular communications updates around the project will continue throughout the year.

Website Homepage Sliders

OCMPA continues to be strategic about the content featured on the homepage slider. As the most visible digital property at Baruch, the homepage slider area is used to promote rankings, major College news and accomplishments, recruitment events, and more.

- Since August 2019, OCMPA has designed and posted more than **33 sliders** on the Baruch College homepage.
- Between October 1, 2019 and February 19, 2020 sliders resulted in **more than 8,000 clicks** to other areas of the Baruch website.
- The slider announcing President-Designate Dr. S. David Wu has received more than 1,130 clicks through to the CUNY news item.
- In February, sliders promoting recruitment events for Zicklin, Marxe, and Weissman received more than 750 clicks.

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 Q4 and Q1 2020 all channels saw positive growth in audience and engagement.

- From August 2019 through February 2020, social media efforts across Baruch College resulted in over **20,800 referrals to Baruch's website**. Some of the top referring content included the announcement of President-Designate Dr. S. David Wu, Baruch Is NYC campaign, 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.
- OCMPA used organic social media to support the following campaigns: Marxe Open House, Zicklin Open House, National Voter Registration, CUNY Tuesday, Census 2020, CUNY

Hackathon, BPAC events, and more. On Facebook, **our organic recruitment promotions collected more than 55,600 impressions, resulting in more than 1,235 engagements.**

- In early February 2020, Baruch College joined CUNY in announcing the appointment of President-Designate Dr. S. David Wu. In addition to amplifying official announcements and video around the appointment made by CUNY, OCMPA created and shared a greeting to the College community from Dr. Wu. Altogether **the campaign generated close to 45,000 impressions and 1,300 impressions.** Moving forward, previous content will be repackaged and new content will be generated as part of the president-designate's transition communication plan.
- From December 2019 to January 2020, Baruch College launched its first image-building campaign called **Baruch Is NYC**. It aligns Baruch with NYC, establishing the College as one of the leading schools in the city. **Across all social media platforms, the campaign collected over 90,400 impressions and 560 engagements.** This campaign is currently being relaunched for the spring with a refreshed rollout and new imagery to ensure its continued success in the future.
- OCMPA and other internal partners are focusing on growing their use of Instagram, particularly using features such as Instagram Stories and Highlights. OCMPA 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, OCMPA incorporated a **Baruch Is NYC "events" highlight, which has received close to 5,500 views.**
- Collaborated with the CUNY Office of Communications and Marketing to conduct a successful transition of several Baruch College departments from Sprout Social to the Hootsuite social media management platform. This process included attending CUNY-hosted sessions, relaying new information to Baruch College department partners, and assisting them to join the Hootsuite platform. College departments that are currently using the platform include Baruch Admissions, the Marx School, the Zicklin School, and Office of Alumni Relations.
- Towards the goal of generating social media capacity and strategy across the College, **Social Media Working Groups** were organized with informational presentations on various topics including Student Takeovers on Instagram, Telling Better Stories with Instagram Stories, Performance of Original Baruch Campaigns, Promoting Recruitment Events, and more.
- In July 2019, OCMPA launched a collegewide social media audit to establish a record of all Baruch-related social media accounts and identify and close dormant accounts. OCMPA has so far identified 15 channels for removal and 96 to be maintained. The next step in this ongoing, multi-phase project in partnership with Baruch departments to remove defunct channels and ensure that existing channels are regularly monitored by account holders.
- The **Multimedia Production Working Group**, launched by OCMPA in the Fall of 2018, continued to grow as partners around the college identified needs for multimedia resources and collaboration. The main goal of the group 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.

- Two working group meetings were held in the Fall semester, covering topics ranging from securing proper rights and clearances for photos and video, proper use of release forms, and best practices for using stock photos, music and video in your multimedia projects.
 - Members of OCMPA as well as partners around the college continue to identify individuals to be members of this ever-growing group.
 - OCMPA identifies partners around the college to present their approach to multimedia to the group. This includes Gerald Tang from the Starr Career Development Center, who made a presentation to the group showcasing how Starr uses multimedia storytelling to create job search tutorials and best practices best practices and other outreach material.
 - 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 populate a new section of the **Baruch College Reputation Management Toolkit** titled **Multimedia Storytelling Tutorials and Resources**. Users can navigate through these tools utilizing interactive video tutorials which include different content sections, powerpoint presentations and cheat sheets.
 - This new resource for Baruch College currently has three new tutorials on Photography, Video Production, and Tips for Low-, Mid-, and High-Fi Approaches to Media Production.
- One of the College's strongest avenues for multimedia distribution is its **YouTube channel**. Performance continues to show considerable growth over the previous Fall:
 - Total views rose from 35,002 in the Fall of 2018 to 37,416 in the Fall of 2019, an increase of 2,459 views.
 - Average view duration reached 2:15, with an Audience Retention Rate of 58.4%. This includes an increase of :54 over the Fall of 2018, where the average duration was 1:21.
 - Total subscribers increased +153 in the Fall 2019. The channel currently has over 1,900 subscribers.
 - Total impressions reached 280,076. An increase of 63,707 over the previous Fall term.
 - 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 continued to climb as the channel is regularly updated with new materials. In the Spring of 2019 impressions generated through direct YouTube suggestions were at 15.6% of Total Impressions. In the Fall of 2019 that number rose to 19%.

- 27.4% of the total viewership for the Baruch College channel has come through a YouTube search. While 20% comes directly through a Google Search. These two sources represent nearly half of the total Baruch College YouTube traffic. This continues the trend of potential students utilizing the YouTube and Google search engines to seek out information on institutions of Higher Education, and often electing the multimedia and video resources found within those searches to learn about their prospective choices.
- **Baruch is NYC:** A new brand video with the goal of showcasing how the identity of Baruch College matches that of the city, and how the college both contributes to and benefits from its location as part of New York.
 - The video was launched on December 11, 2019, and garnered over 800 views before the end of the month.
 - The video has received over 2,000 YouTube views in total since its launch.
 - The video maintains a 9% click-through rate on impressions. Almost double the channel average of 5.2%.
- **Faces of Social Mobility:** A new series to showcase the students, staff, faculty, and resources that are all a part of the Social Mobility story here at Baruch College.
 - The first Installment, **Faces of Social Mobility: The Baruch College Fund**, was launched on December 4, 2019 and has thus far received 380 views on YouTube, to go along with 546 views on Instagram and 603 views on Facebook.
- Baruch's two recurring video series continued:
 - o **"Trending@Baruch"**– encompassing everything from capturing current events to highlighting resources around the college, with four new installments released in the Fall of 2019.
 - o **Trending@Baruch: Student Convocation 2019** saw a 479% increase in total views over the previous years' Convocation recap.
 - o OCMPA partnered with the Undergraduate Student Government on a Voter Registration Event in the Fall. The resulting video **Trending@Baruch: National Voter Registration Day** has garnered 437 views and a 64% audience retention rate.
 - o In total 23 "Trending" videos have been produced, receiving 13,372 total views, 157 Likes and 97 shares.
- 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 tour continues to show increased traction through the tour interface, YouTube channel, as well as the tour videos repurposed for the Baruch College social media audience.
 - The **twenty-one unique tour videos continue to be migrated to social media**, which allows another avenue for direct access for our students. Thus far the migrated videos have received a combined 6,500 views on Instagram and 6,218 views on Facebook, to go along with 35,088 views on YouTube. This includes 9,640 new unique YouTube views in the Fall of 2019 alone.

- In the summer of 2019 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 were distributed as part of the Weissman's Schools outreach efforts beginning in the Fall 2019, and will continue to be utilized in recruitment efforts as we begin the Spring 2020 term.
 - Master of Arts in Arts Administration: 336 Total Views on YouTube
 - Master of Arts in Corporate Communication: 274 Total Views on YouTube
- OCMPA has continued to partner with Zicklin to produce videos throughout the academic year, promoting programs and course offerings. Some of these projects include:
 - The new **Zicklin Spotlight series** was launched in August of 2019 and showcases the work of a Zicklin professor in a sit-down interview hosted by Dean H. Fenwick Huss.
 - o Five total Zicklin Spotlight videos were produced and released in the Fall of 2019, featuring five Zicklin Professors discussing a range of topics from crypto currency to consumer responses to the moral appeal of products. The series has thus far garnered 1,876 total views.

Promotions, Publicity & Public Relations

- OCMPA appropriately addressed numerous public relations issues during the second half of the academic year. During this time, the team diligently monitored pertinent issues covered in the press, and posted and trending on social media, and provided timely alerts to appropriate Baruch senior staff members.
- To continue OCMPA's overall capacity building initiatives, the Marx and Weissman schools have received training on Cision Communications Cloud, a public relations/earned media platform. Zicklin will receive full training on March 25.
 - o OCMPA contracts with Cision to provide an indispensable public and media relations software tool for identifying key press contacts to promote the College and the Schools. The web-based platform also monitors Baruch mentions in the news and on social media, and provides daily reports. Cision also delivers metrics to analyze Baruch's press outreach and coverage.
 - o OCMPA will continue to work with the Schools to ensure full utilization of Cision's informational and analytical features.
- In 2018, OCMPA launched a brand journalism and news-sharing initiative—Integrated Content Campaigns (ICC)—that effortlessly enables Schools and partners to more broadly and successfully promote exciting news about Baruch College. For each ICC, OCMP leverages in-department tools and capabilities to create a robust suite of written, visual, and social media assets, along with hashtags and @tags, to create turnkey news packages for communications channels from websites, to building monitors, to e-newsletters, to social media platforms.

- o This spring, we further institutionalized the implementation of ICCs, along with the feedback form created to obtain analytics so OCMPA can strategically fine-tune upcoming ICC messaging to booster engagement and reflect marketing priorities.
 - o Since the beginning of the 2019 fall semester, OCMPA disseminated seven ICCs for campus partners to publicize Baruch’s top rankings and alumni honors.
- From September 2019 to February 2020, OCMPA created a wide variety of editorial content highlighting the success of students and alumni, including [fall semester Gilman International Scholarships](#); [spring semester Gilman International Scholarships](#), featuring a record number; four graduates named to [New York City’s 40 Under 40 Rising Stars](#); [Excelsior Service Fellowship Program](#), where three graduates are working for top New York State agencies; a business student participated in the [Cox-State Department Diplomacy Seminar in Washington D.C.](#); and a graduate student received the [President’s Award for Excellence in Leadership from the LCU Fund for Women’s Education](#)
- OCMPA incorporated multimedia aspects into its news stories through visual storytelling allowing students, faculty, and staff to further explain the importance of campus events for external audiences.
 - o On September 24 and 26, Baruch College joined a nationwide effort to promote National Voter Registration Day on campus. Baruch’s Undergraduate Student Government leaders spoke about why hosting this event was important for the student body.
 - o To accentuate why Baruch is a top public institution in the U.S. for prospective students, our in-house produced “Baruch is NYC” video appeared within a ranking story noting our top placement for return-on-investment.
- OCMPA collaborated with The City University of New York to raise awareness about Chancellor Félix V. Matos Rodríguez attending campus events, including when he joined more than 200 Baruch students to pack 400 care packages filled with essentials—from socks to toothbrushes—for New Yorkers in need and living in a shelter.
- For the last six months, Baruch earned top honors from several external outlets for its academic success, access, value, and social mobility. OCMPA utilized its ICCs, social media channels, and homepage sliders to promote this national recognition.
 - o [Baruch College Earns High Rankings for Value and Diversity by the Wall Street Journal/Times Higher Education](#)
 - o [Baruch College Ranks among the Best Regional Universities in the North by U.S. News & World Report](#)
 - o [Baruch College Accounting Programs at the Zicklin School of Business Selected Among the Best in National Professors Survey](#)
 - o [Baruch College Master of Business Administration Program at the Zicklin School of Business Ranks among Nation’s Best](#)
 - o [Baruch College Real Estate Program at the Zicklin School of Business Among Nation’s Best](#)

- o [The Graduate Center's Industrial-Organizational Psychology Doctoral Program Located at Baruch College's Weissman School of Arts and Sciences Makes Top Ten List](#)
- o [Baruch College Ranks #1 on CollegeNET's Social Mobility Index for Fifth Consecutive Year](#)
- o [Baruch College Ranks #2 in Quantet's 2020 Best Financial Engineering Programs](#)
- o [Baruch College Ranks #12 Nationwide for Return-on-Investment Among Public Institutions](#)
- o [Baruch College's Master of Financial Engineering Program Secures #3 Spot in Global Ranking](#)

OCMPA continued to yield results for establishing Baruch College as a reputable source for journalists and producers as they cover stories and breaking news. Among the robust coverage over the last six months, Baruch faculty and staff have appeared in the [Associated Press](#), [Wall Street Journal](#), [Politico](#), [Boston Globe](#), and [The Chronicle of Higher Education](#).

V. Public Affairs & Economic Development

Lobbying for Resolution-A Funding from New York City Government for \$3,085,000

17 Lex Multi-Purpose Room Request to Speaker Johnson: \$2,500,000

Plan to renovate an unfinished space on the ground floor lobby of the Field Building for a multipurpose use, as an extension of Mason Hall and for student-sponsored activities.

- ADA, Gender Neutral Restroom Request to CM Rivera: \$425,000
The project will create American with Disabilities Act compliant, gender-neutral restrooms in the Field Building lobby.
- Part two of the Mason Hall A/V System Request to Borough President Brewer: \$160,000
This project will replace and upgrade the theatrical lighting, sound, projection, audio/visual and instructional technology systems. A control booth to isolate and coordinate the technology system will also be constructed.

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

- o State Senator Liz Krueger funded \$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 Assembly Member Richard Gottfried and Speaker Carl Heastie approved \$175,000 to design and upgrade the lighting, control system, wiring and panel of the Sidney Mishkin Art Gallery.

Lobbying the State legislature for \$10 million for Phase 2 of the Field Building at 17 Lex Renovation during the current 2020 State Legislative Session. Also lobbying for greater operating aide support for funding to close the TAP gap.

- Scheduled meetings or conference calls for President Wallerstein with our local legislative representatives:
 - o Conference Call with State Senator Liz Krueger held on February 6
 - o Meeting with Assembly Member Harvey Epstein held on February 6
 - o Conference call with Assembly Member Richard Gottfried held on February 28
- President Wallerstein mailed letters, with our office's support, requesting funding support for Field Building Phase 2 Renovation to:
 - o Local area state legislative representatives
 - o Assembly and Senate Manhattan Delegation members
 - o NYC Members of the Assembly and Senate Higher Ed committees
 - o Baruch Alumni Legislators
 - o Speaker Heastie and Majority Leader Stewart-Cousins
- Guided 20 students as part of an Undergraduate Student Government delegation to Albany during the Association of Black and Puerto Rican Legislators' Conference on the weekend of February 14 to 16. Students met with Baruch alumni legislators, Assembly Member Yuh-Line Niou and Assembly Member J. Gary Pretlow. They advocated for greater support and funding for Baruch College and CUNY.

Meeting was held with Borough Pres. Brewer's Capital Budget director to discuss our proposal for funding Mason Hall A/V System balance of funds needed. The capital budget director, Vanessa Diaz-Lopez, was supportive of our request.

Coordinated President Wallerstein's participation in Manhattan Borough President Gale Brewer's Manhattan Legislative Breakfast on March 5, 2020. The breakfast was attended by City and State legislators and/or their staff to hear each college's legislative and budget priorities.

Lobbying City government leaders concerning our Resolution-A capital Request. President Wallerstein mailed letters, with our office's support, about our requests to:

- o City Council Speaker Corey Johnson
- o Council Member Carlina Rivera
- o The City Council Manhattan Delegation
- o Borough President Brewer

Arranged a meeting with Baruch College Assembly Representative Harvey Epstein and our student leadership on December 10, 2019. The meeting was away for the student body to express their legislative priorities and promote an open dialogue with a key legislative member.

Lobbying Metrics: The College applied for \$525,000 to State legislative representatives and received 100 percent of our requests funded. The requests to the City Council and Borough President are dependent on the New York City budget passage expected in mid to late June 2020. The state legislative requests for the Field Building, for an increase in State operating aide for CUNY, and to help close the TAP gap are pending budget passage expected by April 1, 2020.

Baruch and the Local Business Community:

- 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.
- Collaborating with the local Lewis Davis Pavilion Civic Engagement Center to have faculty present on their books to the local community. On February 19, Professor Vincent DiGirolamo presented a talk about his book Crying the News: A History of America's Newsboys.
- Partnering with CUNY and internal College partners to raise awareness about the importance of the 2020 Census and to Get Out The Count. In this effort, The Starr Career Development Center has held information sessions about jobs available at the Census Bureau. We are also partnering with Student Life and the Undergraduate Student Government on events in March and April to Get Out The Count with the student body. Additionally, we submitted a college wide Census Activity Plan to CUNY Central and are partnering college wide with our social media working group on this effort.
- Working to ensure the voter awareness requirements of Senate Bill 1128-A /Assembly Bill 2599-A, which was signed into law last year, are implemented. The bill the bill requires creation of webpages, dissemination of voter registration and absentee ballot applications to every student (that can be done electronically) and additional reporting requirements. As such, the Baruch home page and Student Life microsite have links to the voter web page and a voter registration slider was created for the Student Life microsite.
- Co-sponsored the Greenwich Village Chelsea Chamber of Commerce Safe City, Safe Streets luncheon on December 12, 2019.
- Represented Baruch college at events/meetings with the Manhattan Chamber of Commerce, the Flatiron BID, the Greenwich Village Chelsea Chamber of Commerce, and the Association for a Better New York.

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