

*Report to the Baruch College Faculty
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Marketing Efforts Across the College

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

- OCMPA is collaborating with the Zicklin School to create a brand identity and marketing campaign to launch the exciting new “Atlas” Global Executive MBA, a partnership program with IAE Paris at Sorbonne University and the Coppead Graduate School of Business in Rio. The marketing launch is scheduled to begin this spring, and will include a fresh new website, international advertising campaign, video, social media, and recruitment materials.
- OCMPA and the Zicklin School continue to collaborate on online marketing campaigns to promote the Graduate Degree programs (MBA, MS), the Executive Degree programs (EMBA, EMBA in Healthcare, Executive Doctorate in Business), and the newly redeveloped Executive MS in Finance (EMSF) and the Executive MS in Marketing (EMSM).
 - To offset a reduced ad budget, the OCMPA team worked with Zicklin to increase reach and cost efficiency by investing more in social media and programmatic advertising.
 - To date, total MBA applications (Full Time, One Year, Evening) are up **+71%** compared to prior year. Total MS applications are up **+50%** compared to prior year.
- OCMPA is working with the Newman Institute and Real Estate Department at Zicklin to build the prominence and reputation of real estate programs and research at Baruch. As part of this initiative, OCMPA will be launching an MS in Real Estate recruitment campaign in April, as well as working on ranking strategies and other outreach.
- In collaboration with the Office of Enrollment Management and BCTC, OCMPA designed and developed a new **Virtual Tour** of the College. Promoting the College through dynamic imagery, videos, and an interactive map, the Virtual Tour is a significant enhancement to Baruch's enrollment marketing and website; The 1st phase launched in March 2018. In addition, OCMPA and OEM are currently implementing the Summer Session 2018 marketing campaign.
- OCMPA and the Marx School recently wrapped an advertising and social media campaign to promote the February Open House. The campaign included digital ads with *City & State*, *New York Nonprofit Press*, *City Limits*, Facebook, LinkedIn, and Google

AdWords. With over **4.4 million impressions**, the campaign delivered an impressive ROI; Open House attendance reached 144, up +5% over prior year, and up +9% compared to the recent Fall Open House. OCMPA continues to support Marxe with marketing collateral to promote their events including their Networking event, Marxe Issues Breakfasts, and Public Affairs Week.

- OCMPA partnered with BCTC and Weissman to launch the refresh of the WSAS website, which went live in early March. As a continued long-term project, OCMPA is partnering closely with the School to 1) retain a marketing agency to conduct research, positioning exercises, and develop a creative marketing toolkit, and 2) identify a web development agency to build a new Weissman site.
- In collaboration with the WSAS team, OCMPA created new recruitment collateral for four graduate programs (MA in Corporate Communication, MA in Arts Administration, MA in Mental Health Counseling, MS in Industrial/Organizational Psychology) utilizing an updated graphic look, and helped them implement their newsletter, Weissman Weekly.
- As Baruch will be celebrating its **50th Anniversary** this coming year, OCMPA is working with the President's Office to create a logo and marketing elements to feature on communications. The team is participating in the Anniversary committee to help plan celebratory activities and communications.
- Working with the Office of College Advancement and Office of Alumni Relations, OCMPA continues to support many communications projects, some of which have included marketing collateral for the Africa at Baruch event, the Kossoff Lecture series, the Baruch College Executive Circle event, the Alumni Law Reception, and the 2018 Summer Leadership Academy.
- OCMPA has incorporated the new CUNY identity into Baruch's advertising materials, in coordination with CUNY's Office of University Relations. In anticipation of receiving CUNY's broad rollout plan to the colleges, OCMPA has roughed out a draft plan for updating Baruch's websites, key digital assets (signage and computer terminals), and other communications.
- In early March, OCMPA and its agency, Working Media Group, coordinated a Digital Primer presentation to recruitment, marketing and communications teams across the College. The presentation was attended by approximately 40 staff and provided an informative overview of new and emerging digital marketing techniques.

Business Communication Efforts Across the College

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

- The unit partnered with the Office of the President to produce remarks for the following

events: First-Year Convocation, the 17 Lex Society Reception, Confucius Institute Launch, and the Power of Community Reception.

- Working with several divisions around the College, OCMPA created professional new designs and content approaches for print and digital collateral, including
 - 17 Lex Society Reception (December 2017)
 - Confucius Institute
 - Baruch College Fund annual report
 - Bernard Baruch Dinner (April 2018)
- OCMPA continued to work closely with the Offices of Alumni Relations and College Advancement on numerous projects, including the high-quality, twice-yearly print editions of *Baruch Alumni Magazine*, which underwent a rebranding in 2017. The refresh included a new name and modernized cover masthead/type treatment. Other projects included traditional and digital communications, especially event collateral (e.g., invitations, postcards, posters, flyers, programs, video, and screen/screen feeds).
- The communications team further refined its use of the Politemail digital platform which is now used for all institutional communications including the weekly enewsletter, *This Week @ Baruch*. Partnering with BCTC, OCMPA developed a list of resource account “senders” which allowed the team to use the subject line for more dynamic content. The result has been a modest increase in readership of between 5-10 percent per communication.

The communications team also supported numerous units and departments—the Office of the President, the Provost, Human Resources, Campus Facilities and Operations, Student Affairs and the Dean of Students, the Newman Library, Baruch Computing and Technology Center, and Diversity, Compliance, and Equity Initiatives, among others—with their institutional communications needs. These needs included crafting and distributing time-sensitive messages for academic initiatives and priorities, facilities and campus operations (including emergency messaging), rankings, and faculty and leadership promotions and accolades.

Publicity and Public Relations Efforts

- OCMPA supported the opening ceremony of the Confucius Institute for Global Finance with a multi-channel promotional campaign, which featured signage on monitors throughout the building and in the Kaplan Computing and Technology Center, social media messaging on Twitter, Facebook, and Linked, and a prominent slider on the Baruch homepage. Additionally, we pitched Chinese-related media, which attracted broadcast and print press coverage of the event from outlets such as [Xinhua news agency](#), China’s largest media organization, [World Journal](#), largest Chinese-language newspaper in the U.S., and [Yahoo! News](#).

- Based on cultivating a relationship with the U.S. State Department’s Foreign Press Center, located near the United Nations, we arranged a media briefing the day following the State of the Union address in January. President Mitchel Wallerstein, along with Professors Carla Robbins and Thomas Main, headlined the event to address important national and global issues affecting our country. International journalists, representing a countries from China to France to Italy, attended and interviewed the Baruch panelists. International media coverage included [Sun TV](#), the most viewed channel in India, [Kung Pao Daily](#), the oldest active newspaper in China, and the [Shanghai Jiefang Observer](#).
- OCMPA has taken the lead in creating multi-media content to share with our clients throughout the College as part of an integrated strategic marketing approach to building greater awareness—and engaging more audiences—to promote Baruch’s national rankings and recognitions. We have generated profile-raising campaigns, which include a combination of compelling graphics and robust social media messaging, for recent noteworthy stories: The Princeton Review and *Entrepreneur Magazine*’s “Top 25 Schools for Entrepreneurship Studies,” also producing a [video](#) featuring Scott Newbert, PhD, academic director of the Lawrence N. Field Programs in Entrepreneurship; [“Colleges That Pay You Back: 2018”](#) by The Princeton Review, and [“Baruch Named a Top Producer of Fulbright U.S. Students.”](#) Looking ahead, we anticipate expanding our content marketing efforts, and working collaboratively with our clients to more effectively reach targeted and broader audiences.
- OCMPA continues its efforts to promote the numerous events, projects, initiatives, and student achievements throughout the College. Recently, we generated content on a wide range of topics from Baruch hosting the [CUNY-IBM Watson Case Competition](#) to [Starr Career Development Center’s successful job and internship fair](#) to students awarded prestigious [Benjamin A. Gilman International Scholarships](#) to study abroad and those selected for the competitive [New York State Legislature Internship Program](#).
- We continue to promote the Mishkin Gallery to raise city and community awareness about the free exhibitions at Baruch College and to increase attendance. Coverage of “small works Baruch 2018” exhibition include [NY Art Beat](#), New York City event [websites](#), and [Flatiron 23rd Street Partnership](#) calendar.
- We have successfully positioned Baruch College as a reliable resource for editors, journalists and producers, spanning New York City outlets to national and international media, who seek insightful commentary from our subject matter experts on breaking and trending news stories. Recent coverage include [Boston.com](#); [Fox Business](#); [Council on Foreign Relations](#); [Crain’s New York Business](#); [International Business Times](#); [New York Daily News](#); [NY1](#); [Public Radio International](#); [WNYC-radio](#); and [USA Today](#).

Social Media and Multimedia Production

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

- In Q4 2017, there was positive growth across all the College's social media channels. Impressions on Twitter increased by 8.8%, in part due to the Princeton Review/Entrepreneurship ranking campaign that ran on all channels in November. Notably, impressions on LinkedIn increased by over 73% from 798,000 to 2,022,236. Instagram followers increased by 7.3%, from 3,389 to 3,638.
- Q1 2018 saw positive growth in all of the College's channels over the previous quarter, due to increased post activity, the launch of the 2nd Baruch Rocks video, enhanced engagement with students, and the March snowstorm. Total followers grew by 2%. Total impressions grew by 34.7%, with an 85% increase in Facebook and 37.1% in Twitter, while Twitter engagements increased by 45%.
- OCMPPA supported Marxer graduate recruitment efforts by launching a multi-channel campaign developed to increase attendance at the February Open House. The campaign generated over 142,000 impressions on all channels, and 357 clicks on LinkedIn. OCMPPA continues to support Zicklin graduate recruitment efforts by continuing to host Facebook Live sessions.
- OCMPPA continues to host Social Media Management Workshops for the College's team of social media managers and content producers. The November meeting focused on OCMPPA's new content marketing efforts, usage of social to promote recruitment events, social media metrics, and alumni relations' social strategies.

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

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

- Baruch College's YouTube channels received an image refresh and were organized into one cohesive network of channels. The channel lineup includes: Baruch College, Zicklin School of Business, Baruch Athletics, Starr Career Development Center as well as newly launched channels for The Weissman School of Arts and Sciences and The Marxer School of International and Public Affairs.

- YouTube performance grew considerably over the previous year. A comparison of the metrics from 2016 to 2017 showed:
 - Total views increased from 48,859 to 76,554
 - Average view duration increased from 1:49 to 2:34
 - Average percentage of content viewed increased from 38% to 61%
 - Total shares of videos on social media increased from 142 to 544
- Through in-house multimedia production, OCMPA produced 57 new videos in 2017, compared to 10 in the previous year. Seven new videos were created for the new Zicklin site, highlighting messages from Dean Huss, the One-Year MBA, Executive programs, and more.
 - Additional video projects highlighting:
 - The Top 10 Rankings in Entrepreneurship Studies by Princeton Review for The Field Center of Entrepreneurship (currently 519 views)
 - A Leadership Profile of GCMC showcasing their work with social media (currently 384 views)
 - Professor Dahlia K. Remler discussing her research “Keeping People Out of Poverty: Do Health Insurance Benefits Make a Difference?” (currently 335 views)
- Two new recurring video series were launched:
 - “Trending@Baruch”—encompassing everything from capturing current events to highlighting resources around the college (nine videos which have received 2,084 total views).
 - “Baruch Rocks” – fully animated highlight reels showcasing recent Baruch accolades.
 - The first installment, an animated video highlighting the College’s performance in social mobility rankings, was promoted on the web and social media at the start of the fall semester. It has received 2,225 views on YouTube; garnered a strong number of impressions on social media channels on Twitter (12,138), Facebook (5,997), and LinkedIn (57,764); and received numerous positive comments on social media from students and alumni.
 - The second installment, an animated video highlighting the College’s recent headlines, was promoted on the web and social media at the start of the spring semester. It has thus far received 4,437 views on YouTube; garnered a high number of impressions on social media channels Twitter (6,949), and Facebook (3,056). The second installment earned a robust level of engagement with the College’s LinkedIn audience with close to 300,000 impressions; and received numerous positive comments on social media from students and alumni.

As part of the development of the new Virtual Tour for Baruch College, several videos were produced in-house, showcasing over twenty locations around campus.

- Eight videos (including Welcome to Baruch, Our Neighborhood, Welcome Center among others) were launched in late February, with the completion of the remaining videos scheduled for spring.

Public Affairs & Economic Development

- Submitted Resolution-A Capital Budget requests for the City Fiscal Year 2018-2019 Budget for various campus-wide projects to officials in the City of New York government, including:
 - \$700,000 request to the NYC Council's Manhattan Delegation and Speaker Corey Johnson 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.
 - \$500,000 request to the NYC Council's Manhattan Delegation and Speaker Corey Johnson to replace the Network Core Switches systems that manage the transmission of data across the campus network, and will permit stronger network security measures.
 - \$300,000 request submitted to Baruch's Council Member Carlina Rivera for a discretionary capital budget allocation to replace all the main entrance doors, including two revolving and 4 swing doors, on the Information Technology/Library Building.
 - \$300,000 request submitted to Manhattan Borough President Gale A. Brewer for the balance of funds necessary to replace all the main entrance doors, including two revolving and 4 swing doors, in the Information Technology/Library Building.
- Held a meeting with Borough President's Brewer's Capital Budget Director and Lisa Edwards in relation to Baruch's request for Resolution-A capital funding for the Information and Technology Building's Entrance Doors.
- Successfully re-designated \$240,000 from funding from the Marx Lab Reso-A grant for a Video-Conferencing System in the School of Public Affairs Room D-301.
- Held meetings with President Wallerstein and key state legislative representatives including to advocate for Baruch College's and The City University's needs in the State Fiscal Year 2018-2019 budget with Assembly Member and Chair of Higher Education Deborah Glick, State Senator Liz Krueger, and Assembly Member Richard Gottfried.
- Held a meeting with President Wallerstein and Baruch College's new Council Member Carlina Rivera to discuss ways we can partner together and request support for Baruch College's Resolution-A capital budget requests.

- Led a group of students from the Undergraduate Student Government in meetings with Baruch Alumni Legislators including Assembly Member J. Gary Pretlow BBA '78, Yuh-Line Niou MPA '11, and Ron Kim MPA '06 during the Association of Black and Puerto Rican Legislator's Inc. conference in Albany, New York on February 17, 2018.
- Represented Baruch College during the State Assembly and State Senate's Puerto Rican/Hispanic Task Forces 31st Annual Somos Conference in Albany, NY in March 9-11, 2018.
- Helped organize a visit of the Chonnam National University (CNU) from South Korea with Baruch College in regard to a potential collaboration and the signing of a Memorandum of Understanding.
- Joined as a member of the Greenwich Village Chelsea Chamber of Commerce (GVCCC), whose catchment area Baruch College is located in. Baruch College partners on the chamber's Annual Safe Streets, Safe City's luncheon which honors the accomplishments of area police officers, including the 13th Precinct. The GVCCC also provides opportunities to market the college's academic programs and services.
- Organized the College's annual Community Reception in December 2017 in which John H. Banks EMPA '92, President of the Real Estate Board of NY, was bestowed the Distinguished Leader Award; in which Betsy Werley, Director at Encore.org and Past President of The Financial Women's Association, was bestowed the Community Partner Award by President Wallerstein.