

Report to the Baruch College Faculty
Submitted 3-31-15 by Christina Latouf, Vice President
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Spring 2015

Digital Communications at Baruch College

The below is the latest sampling of the work underway or completed this semester. A full list is available upon request through OCMPA's project management program.

- Major projects include responsive microsites for the Zicklin School of Business, School of Public Affairs, and Weissman School of Arts and Sciences, which are being utilized to promote recruitment for their respective academic programs. The microsites are continuously being redesigned based on metrics gathered from these initiatives in order to improve the presentation of content and drive site engagement with the users. The microsites are also repurposed in order to connect with the various student body that exists as well as prospective students. We are able to gauge the success of these campaigns with goal tracking allowing us to make adjustments to continuously make our recruitment efforts more efficient and effective.
- OCMPA has contracted outside developer Oomph to enhance the current Baruch website to be responsive across tablet and mobile devices in order to enhance the user experience as well as to improve site engagement. Oomph will create Dreamweaver templates that OCMPA and the BCTC web services team will use to implement the enhancement.
- Redesign of the Human Resources web area is very close to completion with the development site now live. This project was collaboration between OCMPA and BCTC web services with OCMPA delegating the workload between HR, OCMPA, and BCTC web services. OCMPA guided the client with content strategy, information architecture, and BCTC provided the build. Upon completion OCMPA will assist with content migration.

Communications Support for College-wide Initiatives

- Ongoing communications around CUNYfirst
- OCMPA is working closely with the Provost's and President's offices as well as Student Life and Alumni Relations to create scripts, remarks, and visuals for our upcoming commencement exercises.
- We are working with the Office of Human Resources to overhaul their web presence for the Baruch community. We are hopeful that this revamped site will launch in the next few months.
- Our office created and disseminated internal communications from Human Resources, Finance, Facilities, the Provost, President, Library, Public Safety, and more, as well as the weekly This Week @ Baruch.

Publicity and Public Relations Efforts

- We continue to mitigate the negative publicity around several issues being covered by the media, including: the death of Michael Deng from an alleged Pi Delta Psi hazing event and other matters concerning Baruch College.
- Taking advantage of the many conferences and seminars planned for Spring '15, we have been aggressively promoting these to external audiences and the local and national media. OCMPA continues to work with each School, Center or Institute to tease out the promotable elements of each event. Aside from increasing attendance, which is the primary responsibility of the hosting group, we are seeing a marked increase in media attendance and coverage.
- OCMPA has taken a more aggressive approach to promoting conferences, faculty and the College through social media channels. There has been an increase in engagement on the College's Facebook and Twitter channels that highlight conferences, faculty research, and media coverage for Baruch.
- We currently have 122 professors and administrators included in our list of Subject Matter Experts. We are continuing to work with each School to expand our list of experts who can be introduced to the media. Our SME area of the online press room has become a useful tool for reporters and we regularly field inquiries from them based on this resource. Most recently we have successfully pitched Baruch professors including: Steven Melnik (Zicklin), Regina Bernard-Carreno (Weissman), and Dean David Birdsell (School of Public Affairs). Media Highlights can be viewed through the website at: [Baruch In the News](#).
- OCMPA continues to refine its Newsroom by adjusting its navigation bar and continuing to update content. We have added a [Faculty Honors](#) Web page in the Baruch Newsroom that highlights faculty awards and achievements. The page can be found under the "Rankings, Honors and Awards" page in the Newsroom.
- OCMPA keeps a close eye on college rankings and continues to promote Baruch's rankings to the college community and to external audiences through its various communications channels that include the Website, social media and press releases. A list of [college rankings](#) is also highlighted in the Newsroom under the "Rankings, Honors and Awards" page.

Marketing Efforts Across the College

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

- Working collaboratively with the Schools and an external media buying/digital marketing agency, we have designed and executed on advertising media plans that are actively

increasing the number of graduate school prospects for the respective Admissions Offices to cultivate. Part of this effort has included the development of engaging, responsive landing pages that capture prospective student contact information and allow us to measure campaign performance.

- We are also partnering with the Office of Enrollment Management to craft and implement a media plan that will attract Baruch and non-Baruch students to take classes during Summer Sessions.
- In partnership with Zicklin School of Business, we have kicked off the initial phase of their marketing refresh. ZSB and OCMPA have engaged a highly respected creative agency, Tenet Partners, who is leading a comprehensive research effort that will inform the rest of the initiative.
 - Looking to the future, this marketing refresh will also include an overhaul of Zicklin's website, including navigation, design and content. We have completed the RFP process and hope to have a vendor contracted for this work in the coming months.
- OCMPA has been engaged with the School of Public Affairs and others across the College to assist in promoting all activities around SPA's 20th Anniversary including a formal celebration event in May. This has involved design and development of several print and digital pieces as well as tightly coordinated planning over the last several months for this large-scale event.
- OCMPA is leading an effort with space managers across the College to build out a section of the Baruch site that will highlight our space offerings to internal and external audiences. This will include photos and videos of our available spaces and the necessary information that anyone interested in reserving the spaces will need before contacting the appropriate space manager.

Public Affairs Management

- Submitted Resolution-A project requests for capital funding to the New York City Council and Manhattan Borough President for City Fiscal Year 2016 budget consideration.
- Lobbied for Baruch College and CUNY state operating and capital funds for the State Fiscal Year 2016 budget. Organized meetings with state assembly members and senators from January to March including Senators Felder, Krueger and Assembly Members Gottfried, Glick, and Kavanagh.
- Coordinated New York City Mayor Bill de Blasio's State of the City Address in Mason Hall on February 3rd, 2015.
- Liaised with Manhattan Community Board 6 in relation to the Committee on Transportation's and Full Board's votes to approve the 25th Street Plaza Design. Currently preparing a package for the Public Design Commission in opposition of a proposed newsstand on the pedestrian plaza.

- Led a delegation of Baruch College students and staff to the Assembly and Senate Puerto Rican/Hispanic Task Forces Annual Somos Conference from March 20th to 22nd.
- Sponsored and coordinated the Baruch College and Flatiron Business Improvement District's 2015 Small Business Forum on March 25th at the Newman Conference Center.

Support of Alumni Communications

Our strong, successful tradition of collaboration includes:

- Two high-quality print issues of ***Baruch College Alumni Magazine (BCAM)*** each year: Mailed to the College's 117,000+ U.S. alumni base, *BCAM* is Advancement's highest-visibility product.
- Creation and maintenance of an online version of the alumni magazine, [BCAM Online](#), that supplements and enhances the print issue as well as creates a resource and forum for a variety of digital communications needs (e.g., social media). Since its launch, *BCAM Online* has had 57,000 visits/sessions and 44,000 unique visitors (the latter stat indicates a >50% engagement of the digitally engaged audience).
- Four specialized *BCAM*-related eBlasts, sent to 70,000 alumni and marketing the magazine, also offer a vehicle for the creation of alumni-voice-centered features.
- Online archive of the print versions of *BCAM Special for the coming year, 2015–16*: Close partnership between OAR's new assistant director, Gregory Leporati, and the magazine staff to integrate him into the production of the print and online issues of the magazine.
- The Baruch College Fund Annual Report
- Bernard Baruch Dinner materials, including invitations and the dinner journal, event cards, posters, press releases, signage, templates, citations, and certificates
- Social media support: OCMPPA shares its deep, historical, and up-to-the-minute knowledge of the College's history and alumni base to help flesh out new initiatives (e.g., the creation/population of social media Pinterest boards, begun in Mar. 2015).
- Holiday-theme and content-promoting sliders for the Baruch Alumni website

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