

Report to the Baruch College Faculty
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Digital Communications at Baruch College

With two recent hires, OCMPA continues to serve clients' needs across the campus. With many projects still in catch-up mode because of the almost two-year gap of having a digital team, we continue to focus efforts on improving recruitment and overall reputation through our digital tools.

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

- We've almost completed establishment of a process for remote communications in case of emergencies, cancellation of classes, building closures, etc. Working with BCTC, this process improves upon what was in place to allow for both email communications and web updates. It also will take advantage of the redundancies BCTC has created to avoid a communication blackout in case Baruch loses power.
- Baruch's main website is undergoing necessary updates and changes. Some are noticeable, such as new homepage banners, a streamlined calendar that is linked to CUNY's, and updates to reflect faculty and staff changes. Not as noticeable is the behind-the-scenes work to apply responsive design to the site's pages so it is readable on any device, including mobile phones. We are starting with the homepage and will roll it out to other key pages based on user numbers from the data tracking our web traffic. The process is underway and will take another two to three months for completion. An audit of the web content and web infrastructure is also underway. It has not been done for almost five years and is critical to the maintenance and usability of the site. Through the audit, we will find and adjust any outdated or missing content, fix or replace any broken links and apply traffic numbers to key areas of the site.
- Our social media efforts are also being ramped up with the team now in place. We have begun Social Media Lunch&Learns for the entire campus. Through these efforts, we are building a functional community of those who manage or participate in Baruch social media efforts as well as share best practices. The March Lunch&Learn was oversubscribed and successful in building proficiency around "Writing for the Web" and "Design: Before and After Digital" for the team, which can now communicate with each other through a dedicated area of the website.

Based on participation and feedback, we will hold these about every six weeks and will bring in external speakers as warranted. April's Lunch & Learn will be on April 29 and will cover: Content syndication.

- Digital support of: CUNYfirst, Summer Sessions, The Field Center's SmartPitch and an overhaul of the Strategic Plan site.

Communications Support for College-wide Initiatives

- We are now reporting and writing faculty and staff spotlights that showcase what individuals or cross-border teams are doing to support or further the Strategic Plan. For example, Patrick Ackerman is now spotlighted for his work to launch the new Space Reservation Policy and Calendar system; and Shadia Sachedina will be spotlighted next for her work on commencement and other key student life initiatives.
- With CUNYfirst due to go live at Baruch in April 2014, OCMPA is working with many groups across campus (Administration & Finance, BCTC, Registrar, the Provost's Office, etc.) to plan the rollout and communicate the schedules. The effects of CUNYfirst are not predictable, but, based on other campuses' feedback, we are expecting and planning for confusion in the early stages as the students and faculty need to claim CUNYfirst identities. While this is not the first stage of the rollout, it is probably the most public and will be seen by all. Several aspects of CUNYfirst are already being employed across Baruch. Staff trainings are fully underway.
- CUNYFirst's effects on Summer Enrollment 2014 are unclear so we are working closely with Enrollment Management to market the offerings and the registration process to potential students. This year's window for class registrations will be very late due to CUNYfirst's schedule and we are trying to mitigate the repercussions to the enrollment numbers and the revenue generated.

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; the ZSB executive programs irregularities; and etc.
- Taking advantage of the many conferences and seminars planned for Spring '14, we have been aggressively promoting these to external audiences and the local and national media. Our new submission process through the Baruch calendar that allows OCMPA to see all the events being planned is working well. It better enables us 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.

- With a record hire of faculty in Fall '13, we continue to introduce them as Subject Matter Experts 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. Media Highlights can be viewed through the website at: [Baruch In the News](#).

Marketing Efforts Across the College

The below is a sampling of the work underway or completed this semester. It includes several long-term projects, including the planned rebranding of ZSB with external agency support, and many one-off deliverables. A full list is available upon request through OCMPA's project management program.

- Working with the Dean's office and team at the School of Public Affairs, we recently rolled out its new marketing and branding platform: How will you IMPACT the world? This new positioning has been applied to recruitment materials, digital communications elements, brochures, fact sheets, etc. The refreshed website is underway and is expected to launch this summer.
Many of the units of SPA are now using the IMPACT elements and OCMPA services all request with internal resources.
- We are working with the various graduate programs at the Zicklin School of Business to support recruitment and awareness building efforts. Specifically, we produced materials to support The Healthcare MB's recruitment efforts and building a pipeline to its alumni base, which directly affects enrollment efforts since this program is heavily dependent upon referrals. An alumni success story video is now online.
- OCMPA took on a very large role in the production and promotion of the Journalism Department's conference: Truth Be Told. From creating a distinctive identity and marketing materials, to overseeing the day-of logistics and live social media conversation to pitching to the media before and after the event, the office was very hands-on in a project that was a success by all accounts, including donor involvement and feedback.
- Support of the MFE program with image advertising and the promotion of ranking and awards is ongoing.
- Marketing materials to support the Mishkin Gallery exhibitions were created and are now being used to promote various events.
- We are preparing for key upcoming events: The Bernard Baruch fundraising dinner; Commencement 2014 and Reunion 2014 are all underway with marketing and editorial support.

Public Affairs Management

- OCMPA continues to work with the NYC DOT and DDC to move forward the design process for the permanent plaza. We facilitated a well-attended Community Workshop on

3/4. Along with faculty and staff, many students were in attendance and contributed to the conversation on amenities for the plaza. Community members, including Community Board Six (CB6) were present and contributed. That process will result in initial designs presented at a second Community Workshop in the next few months.

- OCMPA is working with the Facilities and Public Safety teams to support the ongoing management of the 25th Street Interim Plaza. Along with fielding questions and complaints from our neighbors, community members and CB6 stakeholders, we assist in communicating to the Baruch Community. Issues vary, but recent ones include an increase in rats that are attracted to the garbage from the food cart vendors and local businesses. We are working with CB6, the City's Health Dept. and the Dept. of Transportation to address the issue. At Baruch's urging, we expect CB6 to hold a forum to discuss the recent increase of rats in the neighborhood. We are also engaging the Police Dept. for enforcement of food vendor rules, including the proper disposal of garbage.
- OCMPA has drafted a guide and Standard Operating Procedure to hosting an event on the plaza. It provides an outline of the process, tips for navigating the system and specific contacts for the various agencies.
- Meetings with President Wallerstein and City and State legislators are ongoing for the spring semester. Based on relationships yet to be made and an analysis of our student clusters in various legislators' districts, meetings include:
State Senate: Jeffrey Klein, Diane Savino, Liz Kreuger
State Assembly: Richard Gottfried, Ron Kim and Francisco Moya.
With city-wide elections complete, President Wallertstein has met with the new speaker of the City Council, the new Manhattan Borough President and the new chair of the Technology committee.
- Fundraising for the College via the City's Reso A and Member Items processes are underway. We have generated approx. \$1.5 Million in Reso A applications and approx. \$150,000 in Member Items requests for the upcoming fiscal year budget.

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