

Report to the Baruch College Faculty
Submitted 10-27-16 by Christina Latouf, Vice President
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Fall 2016

Marketing Efforts Across the College

The below is a sampling 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 and BCTC contracted an outside developer, Oomph, to create a responsive user experience for tablet and mobile devices for the Undergrad Admissions and Transfer portions of the Baruch website. This enhances the user experience and improves site engagement. We have now completed the first two phases of this project, which accounts for the majority of the Baruch.edu site. In the coming months, we will address the remaining elements including the Library, Starr Career Development Center and Student Affairs.
- In partnership with Zicklin School of Business, and creative agency, Tenet Partners, we launched Zicklin's marketing refresh through multiple components including an ad campaign executed in May 2016.
 - 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.
 - This marketing refresh will also include an overhaul of Zicklin's website, including navigation, design and content. We began work with our contracted agency, iFactory, in April 2016 and are on schedule to release the new Zicklin website in late Spring 2017.
- OCMPA and MSPIA collaborated on a series of videos and an advertising campaign in support of the Marxe naming gift announced in September. This called for intensive video and photography shoots that included donor Austin W. Marxe and key College stakeholders such as President Wallerstein and Marxe Dean Birdsell. These digital assets were leveraged across different platforms for the day of announcement and subsequent promotion of the gift.
- Working collaboratively with the Schools and an external media buying/digital marketing agency, Working Media Group, 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. OCMPA is currently working with Zicklin and MSPIA to promote their recruiting events for prospective graduate students in Fall 2016.

- OCMPA worked with OCA to refresh the look and feel of their collateral for current and prospective donors. This involved much collaboration between units and has yielded fresh, engaging materials that have yielded compliments from colleagues and external recipients.
- Working with the International CBT, we are crafting a new brochure for colleagues to use in recruitment of students during their travel abroad. We expect this piece to be ready for use by January 2017.

Business Communication Efforts Across the College

Since Spring 2016, 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.

- To enhance institutional business communications overall, OCMPA subscribed to an Outlook plug-in, PoliteMail, that features email design capabilities and provides readership metrics such as open and click-through rates. The Office is currently gathering baseline readership data on the weekly enewsletter, *This Week @ Baruch*, and other institutional distributions that will allow us optimize the design, approach, timing, and frequency of institutional communications.
- OCMPA collaborated with the former School of Public and International Affairs, the Office of College Advancement, and the Office of the President to announce the school's \$30 million naming gift. To roll out the new Austin W. Marx School of Public and International Affairs, OCMPA conducted a lengthy background interview with Mr. Marx; arranged a day of photo and video shoots; created tight, informative videos on different aspects of the gift and school; and wrote announcements, ad copy, and multimedia articles for various audiences.
- Working with the offices of the President and Provost, OCMPA designed new web pages for the Office of the President and Faculty and Staff web areas. Currently in testing, the pages feature a fresh new design, improved navigation, and content reorganization.
- OCMPA also teamed up with the Office of the Provost on two new institutional events: a celebration for faculty authors and the Presidential Excellence Awards for outstanding faculty. OCMPA created invitations and event materials, contributed to event organization, and wrote remarks for various speakers including the President.
- In collaboration with Student Affairs, the Office of the President, and the Office of Alumni Relations, OCMPA contributed to the development and execution of the annual Commencement and Student Awards ceremonies. This included creating invitations, programs, print and digital signs, event flow, and remarks.
- In collaboration with Baruch's renowned Master in Financial Engineering program in WSAS, OCMPA created its first multimedia article that featured a series of video

interviews on the MFE team's wins at the premiere Rotman International Trading Competition.

- Working with the Zicklin School of Business, OCMPA created a peer-to-peer brochure in the new marketing style to highlight MBA success stories.
- OCMPA advised the Harman Writer-in-Residence program on a complete redesign of its brochure, developing a new look and content strategy that showcases impressive program history and highlights.
- OCMPA continued to work closely with the Office of Alumni Relations and College Advancement on numerous projects including the high-quality, twice-yearly *Baruch College Alumni Magazine*; digital and online OAR communications; materials and remarks for the annual 17Lex dinner, and a series of visual communications surrounding the commemorative paver campaign.

The communications team also supported numerous departments, including Human Resources, the Office of the Provost, and Student Affairs, with their institutional communications needs, including crafting and distributing time-sensitive messages surrounding facilities and campus operations, rankings, and faculty and leadership promotions and accolades.

The communications team is finalizing a first-ever *Baruch College Editorial Style Guide* that will be used to ensure editorial consistency in all written materials across the College.

Publicity and Public Relations Efforts

- OCMPA spearheaded the public relations and social media campaigns to announce the \$30 million gift from Austin W. Marxe ('65) to endow and name the Marxe School of Public and International Affairs. Although this announcement coincided with the date of the first presidential debate, which attracted the largest audience in the history of American politics, strategic media outreach resulted in significant media placements, including but not limited to an online and print exclusive in the *Wall Street Journal*, a *Daily News* editorial, a *City & State* podcast, and coverage on NPR - Morning Edition, Marketplace, WNYC News, NY1 (three segments), and in the *Chronicle of Philanthropy*, Politico NY, Yahoo! News Finance, Yahoo! News Singapore, TheStreet, the *Miami Herald*, and business journals from New York to Los Angeles. Phase I of this project netted an estimated total of more than 89 million media impressions. Now moving into Phase II, we anticipate garnering additional press coverage to continue the media "drum beat."
- Seizing the opportunity to leverage the intense public and media interest in the presidential and vice presidential debates and the November elections, OCMPA aggressively pitched the expertise of Baruch faculty as well as the public debate viewing events at the College. For the vice presidential debate, NY1, NY1 Noticias, and CNN en

Espanol broadcasted live from Baruch before, during, and after the debates with ongoing interviews in English and Spanish with our faculty experts, students, and attendees. For this race to the White House, we created a “Campaign ‘16” microsite that highlights top media placements, our political experts and a public events calendar. We’re supporting these initiatives with our targeted social media campaign - #BaruchVote16.

- OCMPA continues to proactively pitch our Subject Matter Experts to print, broadcast and online media and, as important, to position Baruch College as a highly responsive and dependable go-to resource for members of the press. This concerted effort has cultivated strong relationships with reporters, editors, producers and assignment desks, garnering coverage in such key media as *New York Times*, *Bloomberg*, *Marketplace*, *City & State*, *Fortune*, *Crain’s New York Business*, NY1, CUNY TV and NDT, India’s largest TV network to 150+ countries, among numerous others. (See [Baruch Newsroom](#).) While we continually reach out to the media, we have also increased the number of requests for expert commentary from members of the press as a direct result of this positive working relationship.
- OCMPA continues to monitor and promote key college rankings and notable standings in such communications channels as the College’s website, social media, and press outreach. We maintain an ongoing list of [college rankings](#) in our Newsroom to underscore our institutional messaging of access, quality and value of a Baruch College education – essential components of social mobility for students.
- OCMPA actively engages on social media and has significantly boosted the number of followers and sharing of posts on Twitter, Instagram and Facebook. In addition to the #CUNYValue campaign, we are continually creating new campaigns and relevant messaging to increase user engagement among students, community residents, and elected officials.
- In anticipation of a final report from the NCAA Division 111 Committee on Infractions this past July, OCMPA developed a public relations strategy that mitigated negative coverage. The resulting articles posted by the Associated Press, ESPN, *Inside Higher Ed*, and a few sports blogs were balanced and included key message points issued by Baruch College.

Public Affairs & Economic Development

- Coordinated the National Intelligence Council’s Thought Leaders Round-table on campus that was hosted by Congressman Steve Israel in mid-July. President Wallerstein participated in the event that featured a discussion of thought leaders to discuss the National Intelligence Council’s Global Trends Report.
- Planned and helped execute a ribbon cutting of the upgraded Wasserman Trading Floor, Subotnick Financial Services Center with Manhattan Borough President Gale A. Brewer and President Wallerstein on September 15. Alumni Stuart Subotnick (’62) and Sandra Wasserman (’55), who provided foundational support to create the Center in 2000, were

also present. The event marked the modernization of the Center which was made through a capital grant of \$159,000 from the borough president's office.

- Supported the Undergraduate Student Government's Voter Registration Rally on September 27. Our team served as a liaison between CUNY Vice Chancellor Jay Hershenson's Office on the event and provided social media support.
- Hosting State Senator Liz Krueger on campus on October 28 for a panel discussion on divestment from fossil fuels from the State's various pension funds. The event is by invitation only and will be open to the media.
- Continue to provide support in the management of the 25th Street Plaza. Obtained approval of the final plaza design from the Public Design Commission and are currently supporting the process of getting the DOT's and Department of Design and Construction's approval of contract Documents. RFP to be live in October/November 2016.
- Drafted a first-ever Baruch Diversity & Inclusion Backgrounder with the support of the Offices of Institutional Research; Enrollment Management; Diversity, Compliance and Equity Initiatives; and Student Life. The report compiles key information and statistics on Baruch's student, faculty and staff diversity. Now with partner offices for review and submission of final content; to be ready for review by the Cabinet by the end of 2016.
- Coordinated with Borough President Gale Brewer's Office and Baruch College's Zicklin School of Business Executive Programs Office on a proposal to provide the City of New York's five pension systems' board members with executive education. The proposal will be put before the November 2016 Common Investment meeting agenda for their consideration.
- Sponsored and organized the Baruch College and The Flatiron BID/23rd Street Partnership Small Business Forum titled, [Click Here for Small Business Growth](#) on October 25. The forum which was first held in 2009, has become an annual event geared to local businesses and entrepreneurs.
- Hosted a policy breakfast titled "Jobs, Education and the Skills Gap" with the Manhattan Chamber of Commerce on September 8 2016. The forum brought thought leaders together to explore trends around jobs and hiring in New York City and New York State.

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