

Report to the Baruch College Faculty
Submitted 3-11-16 by Christina Latouf, Vice President
The Office of Communications, Marketing & Public Affairs
Spring 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. This enhances the user experience and improves site engagement. We have completed the first phase of this project, which accounts for approximately fifty percent of the Baruch.edu site. OCMPA and BCTC are continuing our engagement with Oomph and will focus on other sections of the site over the spring and summer months.
- 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. Part of this effort has included the development of engaging, responsive microsites that capture prospective student contact information and allow us to measure campaign performance.
- We are partnering with the Office of Enrollment Management to develop and execute on media strategies that will attract Baruch and non-CUNY Visiting students to take classes during 2016 Summer Sessions. This campaign themed, "Stay on Track" launched on 2/29/16 and will run through May.
- In partnership with Zicklin School of Business, we have made great progress on their marketing refresh initiative. Working with creative agency, Tenet Partners, we completed the research phase and are now working on creative treatments for advertising, collateral and other promotional elements. We aim to launch this new marketing/recruitment campaign in April 2016.
 - This marketing refresh will also include an overhaul of Zicklin's website, including navigation, design and content. We have completed the RFP process and will have a contract in place with the chosen vendor in the very near future.
- OCMPA engaged with the School of Public Affairs in promoting their Open Houses for prospective graduate students in October 2015 and February 2016. The collaboration of our units resulted in their largest registration ever for an Open House in October. The School of Public Affairs reported another solid registration and turnout at their February event.

- OCMPA worked with HR and BPAC to refresh the look and feel of their websites. This involved much collaboration between units and has yielded a more engaging and user-friendly experience for their user constituencies.
- Our design staff won four awards from CASE (Council for Advancement and Support of Education) and Higher Education Marketing for their work on various College projects over the last year.

Business Communication Efforts Across the College

OCMPA continues to support all three Schools as well as administrative divisions with their communications needs. Some examples include collaborating with:

- The Office of the Provost on the creation of three first-ever faculty video profiles featuring Paquita Davis Friday (Zicklin), David Gruber (Weissman), and Anna D’Souza (SPA). Produced in collaboration with BCTC, the videos all showcase each faculty members’ research and expertise while highlighting the institutional threads of internationalism, collaboration, and dedication to teaching.
- Various divisions in the Zicklin School of Business including the Stan Ross Accountancy Department to create the “Taking Account” newsletter that recently won a Gold award for higher education marketing; the Department of Real Estate in its first-ever peer-to-peer promotional brochure; and the annual report for the Weissman Center for International Business.
- 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; the Baruch College Fund Annual Report; the Bernard Baruch Dinner invitation and program brochure; the annual Thanks for Giving card; materials for the annual 17Lex dinner, and most recently a special brochure on a commemorative paver campaign that had a tight timeline.
- The Office of Residence Life to rewrite and redesign the College’s Housing Services web page;
- Undergraduate Admissions on the creation of three first-ever promotional print pieces that showcase all the College’s undergraduate programs.
- The Weissman School of Arts & Sciences on promotional materials for its master’s programs in Arts Education, I/O Psychology, and Mental Health Counseling.
- The School of Public Affairs by providing editorial guidance and design services on its Dean’s Newsletter.

The communications team also supported multiple staff members 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.

As in previous years, 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.

Every facet of OCMPA—government relations, communications, PR, social media, and design—came together to produce the information-packed Baruch Value booklet that was part of the larger CUNY Value Plus campaign. The Baruch Value was promoted through a homepage slider, the internal e-newsletter *This Week @ Baruch*, and through an aggressive social media campaign.

The communications team developed a long-term strategy for invigorating the College's e-newsletter, *This Week @ Baruch*. Since Fall 2015, the team has made numerous design and content changes that aim to make the newsletter more useful and easier to read at a scroll. Currently designed in Outlook, further steps in the strategy involve a new e-newsletter platform that will allow for more design flexibility and provide reader metrics.

The communications team is in the process of developing 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 continues to closely monitor key college rankings and promotes these rankings, and also notable standings, to external audiences via its numerous communications channels, which include the College's website, social media, and press outreach. In our Newsroom, we maintain a complete list of [college rankings](#) that support our institutional messaging re: the high quality and value of a Baruch College education.
- We have been more proactive in pitching our Subject Matter Experts to the media with a three-fold approach: targeting key broadcast, print and online reporters, leveraging current media topics, and creating content for news cycles. This more aggressive outreach has resulted in media placements with such media as *Bloomberg News* and *US News & World Report*. We expect to increase coverage as this type of press outreach is ongoing.
- To broaden the scope of our media coverage, we are actively researching and crafting human-interest stories at Baruch College, for example, the [Wall Street Journal](#) column re: a rare historical collection at Baruch College.
- OCMPA has been aggressively employing its social media channels to promote the latest news at Baruch, including conferences, faculty honors and research, and student-related news. This robust content has resulted in increased user engagement, which we continue to monitor for internal metrics reporting. Additionally, our social media efforts promoted

the current #CUNYValue campaign, and supported the College's multi-level, integrated communications efforts and outreach to elected officials.

- We continue to aggressively promote the numerous conferences, seminars, events and exhibitions that are taking place during Spring '16. With the 2016 presidential election increasingly capturing the media's and public's attention, we are actively positioning Baruch College as a go-to resource re: subject matter experts, public events, and student engagement. In addition to our ongoing efforts, we are creating a dynamic microsite in collaboration with the School of Public Affairs that will feature a useful community calendar, top media placements, and will promote our faculty expertise. We will support this initiative with a social media campaign.

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 2017 budget consideration totaling \$1.25 million.
- Continue lobbying for Baruch College and CUNY state operating and capital funds requested in the Fiscal Year 2017 budget. We were successful in receiving a letter of support for \$40 million for The Field Building at 17 Lex Renovation from our Baruch Assembly representatives and alumni legislators.
- Organized meetings to cultivate and strengthen relationships with state assembly members and senators including Senators Peralta and Krueger; and Assembly Members Gottfried, Kavanagh, Richardson, and Seawright.
- Developed the Baruch Value Plus document highlighting College statistics on student enrollment demographics, rankings, and general data reflecting the value of a Baruch College education.
- Led a delegation of 18 Baruch College students and staff to the Association of Black and Puerto Rican Legislators, Inc. Conference during the weekend of February 12th in Albany, New York. During the weekend, the students met with Speaker Carl E. Heastie MBA '07, Assemblyman J. Gary Pretlow BBA '78, and Assemblywoman Diana c. Richardson MPA '10.
- Held a successful and well attended Baruch College Community reception on December 3, 2015 at which President Wallerstein presented honorary awards to Assembly Member Richard Gottfried, past Community Board 6 Chairman Sandro Sherrod, and to Nancy Ploeger in her capacity as President of the Manhattan Chamber of Commerce.
- Mounted a social media campaign with other Baruch College partners, including Alumni Relations and Undergraduate Admissions, highlighting the College's educational Value as part of the CUNY Value Plus campaign.
- Partnering with the Office of Alumni Relations on an Albany Alumni Reunion, seeking to garner the participation some of our 900 alumni in the Capitol District; and our seven alumni legislators who are elected to the state assembly and state senate.

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