

**Report to the General Faculty
Spring 2007
President Kathleen Waldron**

Strategic Plan Implementation

It is one year since the College adopted the *Baruch College Strategic Plan, 2006-2011*, and I thought this would be a good time to give you a sense of the progress we have made against the plan. You may recall that in the Plan, we stated that building upon its history of excellence and opportunity, Baruch College will become an institution of prominence, recognized for the quality and affordability of its education that enables the rapid upward mobility of its diverse student body. We reaffirmed our commitment to the core values of quality, diversity, community, and integrity. And we set forth six overarching goals to guide us through the next six years:

- offer academic programs of exceptional quality;
- ensure the quality of the college experience for all students;
- create a vibrant urban campus;
- build a strong financial foundation;
- embrace a culture of service and accountability that produces excellence
- increase the visibility, recognition and involvement of the College in New York City, the region, the country and the world.

Academics

The Strategic Plan calls on each of the three schools to move toward enhancing their overall quality and reputation and focusing on specific academic programs. Over the past year the Zicklin School of Business produced strategic plans for improving its overall rankings; for enhancing the quality of the part-time MBA offering (currently a top 25-ranked program); and for the newly established Department of Real Estate. A formal strategy for the Stan Ross Department of Accountancy has also been developed.

In the Weissman School, the small but already high-quality graduate program in applied mathematics for finance, now renamed Financial Engineering, has produced an ambitious plan for growth. Marketing efforts such as a completely revamped website and outreach to the press have reaped a 30% increase in applications and a mention in the Wall Street Journal. Starting salaries for graduates of the program average over \$100,000, and an active and dedicated alumni group has self-organized with support from our Alumni Relations Office. We await reports from communications, journalism and psychology.

The School of Public Affairs has just completed its own ambitious strategic plan. In addition, the College succeeded in attracting the CUNY Demographic Institute to Baruch and under our leadership, to work closely with the New York Census Research Data

Center, opened here in September of 2006. A Center for Non Profit Strategy and Management was proposed to CUNY this month.

As you may recall, the College will also welcome a new chief academic officer this summer. James McCarthy, Dean of the School of Health and Human Services and Professor of Health Management and Policy at the University of New Hampshire, has been named Provost and Senior Vice President for Academic Affairs, pending confirmation by the CUNY Board of Trustees. A widely published authority on adolescent and reproductive health care and on demography, McCarthy served as Director of the Heilbrunn Center for Population and Family Health at Columbia University and in a similar position at Johns Hopkins prior to his appointment at UNH. We hosted a lunch for him on February 5th for the BCF and he will join full-time in June.

Student Affairs

In perhaps the most dramatic leap forward in achieving our goals, last spring the College received a \$2 million grant from the Starr Foundation – with the potential for an additional \$3 million – in support of programs that aid in the professional development of our students. The Starr Career Development Center has already brought on new staff to offer services that range from advising students who wish to pursue graduate studies to workshops on soft-skill development such as public speaking, interview skills and resume writing. Our enrollment management moves forward with outreach to some of the best high schools in New York City to recruit high performing students for our freshmen class. The entering class of fall 2006 had SAT scores averaging 1118, ten points higher than 2005 and 97 points higher than the national average score. Our goal of constantly improving the quality of students attending Baruch College moves forward.

Campus Environment

The College is creating a Campus Master Plan for facilities, a necessary preliminary step toward the renovation of the Lawrence and Eris Field Building at 17 Lexington Avenue. The Campus Master Plan is being conducted by an external firm, and directed by an executive committee comprised of both Baruch College and CUNY executives. We are guided in our efforts by the College Facilities Committee, a large group comprised of faculty, administrators, and students, who serve an advisory role to the planning process. Later this spring, many of you may be called upon to participate in focus group discussions. We anticipate that the Master Plan will be presented to the CUNY Board of Trustees in Fall 2007. The College's last Master Plan was produced in 1986, and resulted in our stunning Newman Library building and spectacular Newman Vertical Campus, so we are well aware of the impact on the future life of the College that this plan will have.

We continue to explore the possibility of a residence hall for students. Market surveys and polls of current students suggest there is significant interest, and CUNY is supportive as it has built a dormitory which opened at City College in fall 2006. Although a 500-person residence hall would house only a small fraction of our entire student body, and thus not negatively effect our commitment to traditional mission, we believe that it would

attract exceptional students and enhance the character of student extracurricular life. We are actively looking at several properties in the neighborhood and have identified financing mechanisms that would enable us to enter the housing market with very little financial risk.

Building a Strong Foundation

The Capital Campaign Feasibility Study was completed in fall 2006 to raise \$150 million over the next 5 years. A campaign steering committee comprised of Walter Barandiaran, Max Berger, Chris Cloud, Nadja Fidelia, Larry Field, Sandy Kovan, Joe Leone, Bill Newman, Dov Schlein, Larry Simon, Kathy Waldron, Sandy Wasserman, and Larry Zicklin met four times and developed a campaign case statement, a plan and a timetable. Vice President Christopher Cloud gave a presentation to the faculty senate about the campaign. We are pleased to announce a new \$20 million gift to start the campaign.

Increasing Visibility

Karen Gourgey, Director of Baruch's Computer Center for Visually Impaired People, was granted a patent this fall for her technology breakthrough the Talking Tactile Tablet, an interactive computer peripheral device that visually impaired people can use. The "touch and talk" technology requires no knowledge of Braille, nor any prior computer knowledge. The device is modestly priced and is expected to be widely used by schools for the visually handicapped and others. Gourgey was interviewed by New York Times for a November 2, 2006 segment on the nytimes.com podcast series "Tech Talk."

The magazine *Campus Technology*, in a piece on best practices in campus connectivity, featured our CIO, Arthur Downing, and Baruch's partnership with Rave Wireless, "Air Baruch," a collection of cell-phone accessible applications for academic-oriented uses. The software allows students to use cell phones to check the availability of loaner laptops and study rooms, receive text messages about class changes or cancellations, and to join groups to correspond with students with similar academic interests.

A televised program for national public television called CEO Exchange will be taped on March 14, 2007 in Mason Hall featuring Sir Howard Stringer, CEO of SONY, and Brad Anderson, CEO of Best Buy, and moderated by CNN journalist Jeff Greenfield. Dean John Elliott appeared on CNBC in December 2006 and several faculty from all schools appeared as experts in numerous press articles and radio spots. Over the next few months, we will identify several faculty who will be provided with media training to appear on television news shows to enhance the image and name recognition of the College.

On January 31 to the Women's City Club of New York I gave a presentation entitled "Diversity in the Corporate Workforce: Encouraging it, Training for it and Supporting it"; and I will give another presentation at the opening session for the Conference Board's Annual Diversity Conference: *Rhythms of Our World: Examining and Honoring Our Uniqueness and Multiplicities* in San Diego on March 29, 2007. We also anticipate an

article under my byline to appear in the Spring issue of *Diverse: Issues in Higher Education* magazine.

Administration and Finance Search

We continue to make rapid progress in the search for our next Vice President for Administration and Finance. As you know, Rob Specter will stepped down on February 15, to assume the position of Vice President of Finance at the University of Delaware.

The search committee is chaired by David Birdsell, Dean of the School of Public Affairs, and includes Luz Liebeskind (Baruch College Fund), Liz Robinson (Human Resources), Harry Rosen (Management Department), Ben Rohdin (Weissman Dean's Office), David Shanton (College Advancement), Corlisse Thomas (Student Affairs), and, ex-officio, Mary Gorman Hetherington (President's Office). The position was advertised widely in both financial and higher education outlets and we received over 70 applications for the position.

Four finalists were brought to campus during the month of February, and all members of the Baruch College community were invited to meet with them during open forum sessions. In addition, the finalists met with the president's cabinet, the direct reports from within the Administration and Finance division, other senior managers from across the College, department chairs, center directors and faculty senate representatives, and members of the Baruch College Fund executive committee. I am grateful for the thoughtful feedback I have received and look forward to announcing a new vice president shortly.