

**Student Affairs and Enrollment Management
Report to General Faculty
Spring 2007**

Academic Advisement and Orientation

The advisement staff continues to provide academic advisement to all undergraduate students, with the exception of students in the Honors Program and SEEK Program. Advisement is available by appointment; on a walk-in basis and through e-advisement. Advisor Faraz Khalid, is currently working on a Blackboard Site for the Center. This year we are also looking forward to restarting our Peer Advising Program.

This semester advisors Phillip Hogue and Gloria Paulus will pilot a retention program (45 students) using the *On Course* model. *On Course* uses learner-centered strategies to increase student success. The pilot is funded through a retention grant. The advisement staff will continue its "Student Towards Success Program" which targets second semester freshman in academic jeopardy.

In March, The Center will sponsor three important programs. On March 1, 2007, the Center in conjunction with the Graduate Offices of the Zicklin School of Business, Weissman School of Arts and Sciences, and the School of Public Affairs will host a Graduate School Information Session. The goal of the event is to make students aware of the requirements of the graduate school application process and provide general information about graduate school. On March 22, 2007, the Center in conjunction with the Weissman School of Arts and Sciences will host a Tier Three Minors Fair. The goal of the fair is to promote the Tier Three minors available at the College. On March 29, 2007, the Center will host its 4th Annual Information Fair. Freshmen are invited to meet representatives from 15 different student service areas and departments. The fair allows students to find out information and speak to department representatives in a "one- stop shopping" environment.

Dixon Berry of BCTC designed a Student Intake and Scheduling System (SISS) for the Center. This system allows the Center to track the use of its services. The data gathered from the system will allow the Center to better meet the needs of its students in planning and scheduling. The system has a scheduling component which allows each advisor to view their daily schedule at a glance on their desktop. It also produces a user-friendly and immediate "contact sheet" summarizing the student's visit to the Center.

In the fall, the advisement staff had several Student Degree Audit Workshops. The goal of the workshops was to increase the understanding of DegreeWorks,

the student degree audit. The staff is currently working on ways to better promote the use of the student degree audit.

The Center for Advisement & Orientation generated or collaborated on numerous projects in the area of student orientation and freshman year programs. Fall/Winter activities included orientation sessions for incoming freshmen and transfer students. Approximately 80 freshmen attended a half-day orientation and advisement, while approximately 600 transfer students attended one of eight optional orientation programs. Plans for significant changes and enhancements to the orientation experience are well underway for fall 2007 orientations, including the revamping and expansion of student leader training.

Version 6 of the electronic orientation CD-ROM was sent to all entering freshmen and transfer students; efforts are already underway to recreate an updated version of the information on the orientation cd-roms into a web format and eliminate the use of the cds in the future.

The staff has begun developing the targeted 35 freshman Learning Communities for fall 2007. Fall 2007 orientations, Freshman Learning Communities orientation, and Convocation/Baruch Beginnings are currently in the planning stages. The freshman text selection process has begun. The Committee hopes to complete the process in time to distribute books during the first freshman orientation in April for entering fall 2007 students.

The CPE Tutorial cd-rom that debuted in March 2005 is in the process of revision and volume 3 should be on campus in time for this spring's CPE.

During Spring 2007, the department will collaborate again with the Career Development Center on the Career Discovery Project (formerly the Freshman Career Discovery Project). Participation in the Project will be open all interested undergraduates. Participants will take a Strong Vocational Interest Inventory followed by a mandatory workshop to review the results and advise them on how to select an appropriate major and career path. The department will also collaborate for the second year in a row with the Career Development Center and the Bernard L. Schwartz Communication Institute on a workshop entitled, "Write Yourself into a Job" focusing on skills needed to write an effective cover letter for an internship or a job.

Athletics

The Fall Varsity teams got off to a fast start with Women's Volleyball, Women's Tennis, Men's & Women's Cross-Country, and Men's Soccer. The Soccer team had a winning record and (12-7-1; and 5-2-1 in CUNY) captured the CUNY Championship for the second time in 3 years and received the automatic berth into the NCAA championship. Although they finished second (regular season) in the conference, they went on to beat John Jay 2-0 in the CUNY Finals. Their first round opponent in the NCAA was Wesleyan University.

The Women's Volleyball team had a solid season with an inexperienced and young squad (14-17) and finished with a CUNY record of 6-3. The future is bright with the majority of their team returning for next season. The Women's Tennis and Cross-Country teams both finished in 2nd place in the CUNYAC Championships garnering some very important Commissioner Cup's points. The Women's team had their best finish in 5 years, and a new freshman, Jessica Penaherrera came in second place in the individuals and Matt Soja of the Men's team, took home the gold (1st place) for the Men's team.

The Winter teams – Men's (9-14) & Women's Basketball(17-6); Men's (5-9) and Women's Swim (8-8) are at the tail end of their seasons and all have respectable records. The CUNY Basketball Championships are two weeks away and the Women's Swim team tied their best CUNY finish, by coming in 2nd and the Men came in 3rd.

The "Battle of the Boroughs" (Manhattan vs. Bronx) featuring a doubleheader with Lehman College brought out over 1,200 students, faculty, and staff. The turn-out was excellent and the atmosphere, electric. A collaborative effort by many units in the division led to the success of this wonderful collegiate event.

As of this writing, Baruch currently is in 2nd place in the CUNY Commissioner's Cup standings. Baruch won the Cup last year for the first time in our history and has another opportunity to defend it this year. While only one team thus far has entered postseason play in the NCAA's, there may be a likelihood of 3 additional Baruch teams to qualify for the NCAA's. It may come down to the last weekend in May to determine all of this. In any case, Baruch continues to be in the "upper tier" of athletic programs within CUNY and throughout the region.

Starr Career Development Center

The Starr Career Development Center (SCDC) was officially named on February 2, 2007, in honor of the Starr Foundation which made a \$5 Million gift to Baruch for the enhancement of career services.

Twenty-one students out of 100 were selected for the Wall Street Careers program which was launched in fall 2006. The program provides training and mentoring for high potential students interested in front office positions in investment banking, asset management, sales and trading, and research. During fall 2006, the SCDC hosted its biggest Career Day ever with 83 companies and over 800 students in attendance

From September to December 2006, 1644 students made 3160 visits to the SCDC. The Diversity Job and Internship Fair in November attracted 57 companies and over 600 students. More than 60 job preparation workshops were offered in fall 2006, double the number offered in fall 2005. The SCDC co-sponsored two workshops with the Executives on Campus (EOC) and over 30 undergraduates received mentoring from EOC mentors

2006 graduates reported receiving average salaries of \$44,000. Eighty-six percent (86%) of the 1027 reported hires of 2006 Baruch undergraduates were by companies who hired one graduate. 14% of hires were by companies hiring two or more graduates. Employers who hired five or more students in 2006 were JP Morgan Chase, Citigroup, Morgan Stanley, Deloitte, Ernst & Young, PricewaterhouseCoopers, UBS, Lehman Brothers, Goldman Sachs, NYC Dept. of Education, Deutsche Bank, Bear Stearns, Deutsche Bank, MTA, Bank of New York, Commerce Bank, KPMG, HSBC, Enterprise Rent-A-Car, and Merrill Lynch.

Disability Student Services

The Office for Services for Students with Disabilities continues to provide a plethora of services to Baruch students with disabilities. New students identified themselves each month during the fall, requiring a full range of accommodations. Among these is the administration of tests for Baruch faculty members.

Two new part-time staff members have joined OSSD. One a college assistant, and a second who is responsible for coordinating the office's Career Development pilot project funded by the City Council. OSSD is the recipient of a \$2,500 gift to be used for emergency expenses incurred by students with disabilities.

A student known to the Office is the winner of the 2006 University Student Senate Collegiate Merit Award. He works for *The Ticker* and is a member of the Sigma Alpha Delta Honors Society as well as the Investing Banking Club and the Finance & Economics Society in which he serves as Vice President. He is also a member Golden Key.

Early Learning Center

The Early Learning Center continues to provide an invaluable and high quality educational experience to the children of Baruch students. To date this spring 34 families are enrolled with the Center, 7 of them are new this semester. The staff of the Center includes two student-teachers from BMCC and two high school students from Manhattan Village Academy doing Community Service.

Health Services

Utilization of the Student Health Center continues to increase significantly as a result of outreach conducted to increase awareness of available services and the importance of practicing health maintenance. The center provides services to anywhere from 350 to 500 students per month including clinical and non clinical services such as health insurance information and links to a multitude off on/off campus resources. A Nurse Technician has been added to the clinical staff in an effort to supplement the efforts of the primary care clinicians resulting in a more

efficient service experience for students and the ability to service the increasing number. Signage will be erected over the entranceway of the Health Center, providing increased visibility and branding.

Health Services continues to make strides toward promoting prevention as the primary means of ensuring the health and wellbeing of our students. Several campaigns are in the works to bring awareness and policy initiatives to critical health concerns facing the NYC community. In collaboration with CUNY and the Public Health Association of New York City, we are developing a campus-wide plan to promote awareness of the alarming rates of diabetes in New York City in the hopes of arming students, faculty and staff with information, resources and tools to modify health behaviors that place them at risk for diabetes and related diseases and conditions. We are also working with the U.S. Department of Health, Office of Minority Health and the NYC Department of Health to bring awareness to the increasing numbers of African American males and females who accounted for 50% of the estimated 44,198 AIDS cases diagnosed in the U.S. in 2005 (CDC). Promotion activities to create awareness and alter risky behaviors include panel discussions, seminars, workshops, social marketing campaigns and peer education.

A Health Promotion Peer Education program is in the development stages and seeks to engage students from the T.E.A.M. Baruch Peer Education Program to increase health awareness on campus via a variety of health promotion activities. Additionally, collaborations across campus departments and organizations have proven to be an effective means of reaching the Baruch community with critical health information and thus will continue to be a strategic component of our outreach initiatives.

The Health Advisory Committee and the Baruch College Association have approved new health initiatives including additional clinical staff at Health Center, medical equipment for new exam room, video equipment for the education and resource room, and signage to increase visibility and branding of the Health Center.

SEEK

During the month of January 2007, the SEEK Program ran two intersession initiatives. The first was a mandatory math support program for SEEK freshmen who failed or dropped their math class in the fall semester. They were required to attend a three-week program focused on strengthening math skills. The other initiative provided instruction in EXCEL to prepare them for the SimNet exam. This spring, SEEK will implement a proposal that was funded by the Office of Special Programs for \$73, 651. Selected SEEK students will attend one of two retreats to strengthen their soft skills. The spring semester of SEEK's yearlong freshmen seminar (FRO 2000S) will focus on career exploration, counseling and technology. In addition, special tutorials will assist students with math,

Economics 1001, Economics 1002 and Psychology 1000. Student will also be given classes in basic EXCEL to support their passing the SimNet exam. A program to lend graphic calculators to SEEK and non-SEEK students enrolled in math 2003, 2205, and 2007 remains in place this semester as well as our laptop lending program. SEEK will be conducting a workshop/open house for prospective SEEK students for Fall 2007 in early April.

As part of the festivities celebrating the 40th anniversary of SEEK, a teach-in sponsored by SEEK and the Black and Hispanic Studies Department will take place in mid- February. The teach-in will trace the struggle for access, Open Admissions, SEEK and Black and Hispanics Studies at CUNY. On February 22, a panel of SEEK alumni will discuss life after graduation.

The Academic Survival Program for probationary students continues this semester. Five meeting are scheduled for the spring term. Also this term, SEEK will provide an Open House for transfer students, a Study Abroad Workshop, CPE workshops, workshops on managing credit cards and financial planning to promote financial literacy, and continuing weekly workshops to empower students to have effective speaking and presentation skills. SEEK's Director and Counselors will present at the 9th biennial Tri-state Consortium Conference on April 16-18 in Tarrytown, New York. Finally, this year's SEEK Awards Ceremony is scheduled for May 4th.

Student Life

"Leaderquest," the 24th annual Student Leadership Training Weekend was held from October 27-29, 2006, at the Edith Macy Conference Center in Briarcliff Manor, New York. Eighty-five student leaders from student government, clubs and media attended the retreat together with staff from the Office of Student Life, the Career Development Center, the Student Services Accounting Unit, SEEK and the Honors Program. Baruch Alumnus, Leigh J. Abrams, CEO of Drew Industries and Lisa Poullard-Burton addressed the students on the Friday night opener.

The OSL coordinated efforts of student organizations and faculty to put together an extensive schedule of programs for Hispanic Heritage Month in September, Black History Month in February and Women's History Month in March. Four major Auditorium events will be presented this spring between February 16 and May 4, 2007. These include a Step Show, the African Students Association Cultural Show, the Asian Students Union Fashion & Culture Show and the Caribbean Students Association annual Fashion & Culture Show. The 30th annual **Spring Fling Street Fair** will be held on Thursday, May 3 on 25th St.. Approval of our street closing permit is pending before Manhattan Community Board #6. Free food, games, music will be provided from noon until 4 PM.

Graduate student elections are scheduled to take place from April 1-19, and will likely be conducted via the internet. The Undergraduate Student Government elections will take place in the lobby of 151 E. 25th St., on April 17-19.

Lexicon 2007, the senior yearbook, has completed principal production on this year's book and plans are to distribute the book prior to Commencement 2007 to the students who have pre-ordered the book. This is the sixth yearbook completed prior to commencement in a row and the fifth to be published in full-color, the fourth that is fully digitally produced.

The 42nd Commencement Exercises of Baruch College will be held on Wednesday, May 30, 2007, at Madison Square Garden. The Office of Student Life will again coordinate academic regalia, commencement tickets and ceremony logistics for either one arena or two theater ceremonies, depending upon the fortunes of The Rangers and whether MSG books any concerts.

The Office of Student Life sponsored its annual Blood Drives on October 24-25 and again on March 6-7. Over 200 students and staff rolled up their sleeves and donated blood in each drive. OSL organized a team of walkers in the annual Making Strides Against Breast Cancer fundraiser for the American Cancer Society on October 15. For the third year, OSL is organizing the Relay for Life overnight event for Friday through Saturday, March 23-24. The previous two Relays raised in excess of \$125,000 for the American Cancer Society. Again this year, Baruch will partner with students from Hunter and City College for this event. Last year over 800 students participated and the Baruch College Relay was the third most successful collegiate Relay in the metropolitan area for 2006.

Counseling Center

The Counseling Center is currently under the leadership of Acting Director, Dr. Caroline Kasnakian and Acting Assistant Director, Dr. Stacie Kessler, while Dr. David Cheng, the Director of the center is on sabbatical for the 2006-07 academic year. During the Fall 2006 academic semester the center continued its efforts in program development. The center has focused on continuing its efforts to obtain private and public grants to address staffing needs. We received a grants from Councilwoman Rosie Mendez for \$5,000, State Senator Liz Krueger for \$5,000 and a renewal of a grant from the Herman Goldman Foundation for \$5,000. We also submitted a grant to the David Geffen Foundation for an amount totaling \$30,000 and prepared a proposal for the Robert Wood Johnson Foundation to address crisis intervention and outreach needs for an amount totaling \$300,000. We were also awarded a research grant from New York University in conjunction with the New York Community Trust for an amount totaling \$26,000 to study best practice methods for treating depression among college students. This two-year grant funded study is a collaborative effort with New York University, Princeton University, Cornell University, Hunter College,

and other universities nation-wide. The center has also initiated two additional research studies examining treatment outcome and efficacy among college students. These studies are in association with Fordham University and the University of Maryland. Dr. Jairo Fuertes, one of the center's Adjunct Professors and a Professor at Fordham University, is consulting Drs. Kasnakian and Kessler on the projects. The center has received new computers to support these research initiatives.

The center is currently staffed by Dr. Nancy Zeihler, a visiting licensed psychologist from Queens College, and six adjunct staff two of which are funded through grants awarded last year from the van Ameringen Foundation and the New York City Council office of Margarita Lopez. Our Adjunct Staff includes, Dr. Elizabeth Merrick, Dr. Jairo Fuertes, Dr. Elisa Brunelle, Mr. Anthony Liotta, Dr. Liliana Drob, and Dr. Avivit Fuchs. We also improved staffing by expanding our partnership with the Post-Graduate Center for Mental Health, a post-graduate training institution for licensed mental health practitioners. We have been able to continue working with Ms. Susan Alexander, a licensed social worker who is treating our students with individual therapy and expanded our collaboration to include Dr. Jane Burbank to provide group therapy. The additional staff helped the center address the increasing demand for services by students, who are presenting with more serious psychiatric conditions than in the past years, a continuing trend noted nationwide. The staffing increases resulted in a 10% increase in the number of students seen, reducing our wait-time for services.

We also maintained the administrative and curriculum efforts for our three training programs and expanded one of the programs to include two additional part-time trainees. Our training programs include: (1) Beth Israel Medical Center psychiatric residency rotation, (2) psychology pre-doctoral internship and (3) psychology graduate-level externship. We increase our graduate level externship program with two doctoral level trainees in psychology. Our programs continue to attract excellent psychiatric residents from Beth Israel Medical Center, and doctoral and masters level psychology candidates from both the tri-state area as well as nation-wide. We received 50 applicants for our pre-doctoral internship program, more than double the number of applicants from last year and just completed our annual search for candidates for FY 2007-08.

Enrollment

Baruch's "flash" enrollment for the Spring 2007 semester is currently 15,602 students. This includes 12,274 undergraduates, 2,970 graduate students and 338 non-degree students. There are 77 new freshmen, 670 new transfer and 349 new graduate students registered for this semester. The final enrollment numbers will be available shortly. The current total represents a slight decrease in overall enrollment as well as undergraduate enrollment. Graduate headcount has increased slightly.

Although the headcount is remaining about the same, there has been a large drop in total credits. We believe that a significant reason for much of this change is a result of increasing bottleneck of the students going from 2000 to 3000 level courses who can not declare a major and have either have already fulfilled minor requirements or can not get into the classes. There are also an very few course offerings available to students offered prior to 10:30 in the morning.

The College has slightly adjusted the start time of some large classes by 10 minutes to alleviate the congestion on the 3rd Floor escalator landings. This has gone well although we are working on addressing the issues on Tuesday and Thursday at 12:25.

CUNY is about to sign a contract to replace the current student systems including SIMS (BOSS). The implementation of the new system will be beginning at two Colleges by Spring 2008. All Colleges including Baruch should be running the new system within 5 -7 years. This is what many refer to as the ERP process.

Registrar's Office

The Registrar's Office is in the process of finalizing graduation for the Fall 2007 semester. We anticipate approximately 1,830 undergraduates and 948 graduate students will have earned their degree at either the end of the Spring 2007 or Summer 2007 semesters.

The Office is implementing an Online Transcripts system with TranscriptPlus from Credentials Inc. This system will allow students to go online and request transcripts. This will further increase productivity and provide better customer service for students.

Winter Intersession ran from January 2 to January 25. 73 courses were offered with 2,170 registered of which 1,480 are undergraduate and 690 are graduate students. Tuition Revenue earned \$1,579,485.00. Though the late registration period has ended we are still registering students fro Spring 2007 semester.

The Class schedule for the Summer 2007 semester is now online. We are in the process of creating the Fall 2007 Semester based on information provided by the Departments and Schools. Requests for Spring 2008 courses will be sent to the Department shortly. The College is anticipating moving to a yearly request for courses rather than semester requests for the 2008-2009 academic year. We are also working with a company called Ad-Astra to implement a electronic course scheduling system. It will use information found contained in both BOSS and DegreeWorks to identify the courses needed in a given semester.

Undergraduate Admissions

We have begun admitting the Freshman Fall 2007 class in late January and have already admitted 1,751 freshmen. This is an increase of 468 students over same time last year.

The Office of Undergraduate Admissions and held six Freshman Open Houses during the Fall semester and two Transfer Open Houses and Early Action Days. We also held two "College for A Day" programs that brought over 300 high school juniors on campus for the day. We have had tremendous support from the Baruch Community for these events, which made this our most successful year for on -campus recruitment. We want to thank everyone who participated in these events and a special thanks to the Deans for taking time from their busy schedules to speak at our open houses. It makes great impression on student and parents when they get personal attention from faculty. We have also expanded our campus tour program from 1 tour a week to 3 tours a week including an evening tour. In addition, we have increased the number of tours we are able to give to high schools and college groups. Anyone who would like to participate in any of our recruitment events, on -campus or off campus is welcome.

Financial Aid Office

The Financial Aid Office processed well over 13,100 applications last year. Over \$59,000 million in aid was distributed to over 10,500 students. The number of students using the on-line application in place of the paper has continued to grow. Students are currently offered a link to file for state financial aid (TAP) after they have completed the on-line FAFSA.. Inflation continues to out- pace the available grant funds, therefore, the number of students applying for student loans is still increasing along with the amount that they are borrowing. Borrowing from private lenders (alternative loans) has increased.

The federal government instituted two new financial aid programs, the Academic Competitiveness Grant and the National Science and Mathematics Access to Retain Talent Grant (SMART Grant).

To qualify for an ACG Grant a student must have graduated high school in 2005 or later. The awards are made to first and second year students who meet who met specific academic requirements while in high school. The maximum ACG award is \$375 per semester but may be reduced depending on the student's budget and other financial aid received. ACG candidates must also meet the following criteria: be a US citizen, Pell Grant recipient, attend on full time basis and have remaining need for the grant. Recipients are required to maintain a 3.0. and grades are checked after each semester. Approximately 500 students received ACG grants during the fall 06 semesters.

Smart Grants are awarded to third and fourth year students who have declared a major related to math or science that has been approved by US Department of

Education .Students may receive up to \$2,000 per semester depending on their budget and other financial aid received. To be considered for a SMART Grant, the student must also be a U S citizen, Pell Grant recipient and attend on a full time basis. Students are required to maintain a 3.0 GPA and grades are checked after each semester. The University has recently completed programming that will allow them to identify students who qualify for this award.

The New York State legislature implemented a requirement that students who graduated for high school outside of the United States, and had not received state aid prior to the 2006/07 academic year, are required to pass an Ability to Benefit Test (ATB) to qualify for TAP. Identifying these students has been a challenge because information on where a student completed high school is not available on the financial aid system. Although the information is available for most students through SIMS, it is may be missing for transfer students. Several students have been identified and been tested but the office continues attempt to identify students who may required to take the ATB test to receive their TAP award.

International Student Office (ISSC)

Based on the United States Citizenship & Immigration Service SEVIS System Baruch College has a total of 1671 Active F1 visa holders and 18 Active J1 visa holders. This number includes 843 Undergraduates; 399 Graduates; 103 ESL students; 53 Certificate students. Of the active students 404 have processed requests for Optional Practical Training and 64 have processed requests for Curricular Practical Training Internships.

The ISSC has completely re-designed and revised our website. We have added over 30 pages of new material and links to very informative sites. The website has also been re-designed in a more user friendly format. We have increased our services to Continuing Education Students by designing new informational materials. We have also added a separate section for the Continuing Education Students to the website.

We continue to conduct two orientation programs per semester, for the new incoming Undergraduate & Graduate International Students. We have changed the format of the orientations. Several vendors are invited to participate and provide the students with information. These vendors are HSBC Bank; Washington Mutual Bank; International Student Organization (a health insurance company), Social Security Office; Metro International (an organization that organizes activities in the US for international students); Baruch College Health Services Center. The first hour of the program consists of an informational fair. We have now also designed a power point presentation for the students what they need to do in order to maintain their immigration status.

The department has been successfully offering our International Students informational workshops on practical training & obtaining the H1B visa; internships; filing taxes; and obtaining a social security number.

Skills Assessment Program

The Office of Testing and Evaluation is responsible for Skills Assessment Program which incorporates the CUNY/ACT Compass/ESL Reading, Writing, Compass Mathematics, and Compass Mathematics Placement, CUNY Testing Borough Center, Course Placement, CUNY Proficiency Examination, Conflict Examination, Simnet Xpert Program and Student Course and Faculty Evaluation Program.

During the period July 1, 2006 – January 31, 2007, a total of 82 skills assessment test sessions were administered and 2, 167 students were tested. In addition to institutionalized test sessions, small group and or individual emergency sessions are also held on an as needed basis. These are usually scheduled during the final week of registration. Each academic year a minimum of 165 sessions are administered and 5,000 students tested. These tests generated between 5,000 – 6,000 course placements.

All students who have completed 45 credits are required to take the CPE exam. A total of 2,192 students were invited to test. However, 1,276 took the exam; some were taking the test for the second or third time. The pass rate was 90.2%. A total of 1,962 students took the Simnet exam. The pass rate for the first attempt was 61.2%, for the second attempt it was 71.1% and for the third attempt it was 99.79%.

