

Report to the Baruch College Faculty
Submitted 3-8-17 by Christina Latouf, Vice President
The Office of Communications, Marketing & Public Affairs
Spring 2017

Marketing Efforts Across the College

The below is a sample 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 continued to advance the long-term project of making the entire baruch.cuny.edu website up-to-date and responsive. To that end, the team worked with the SEEK program and Academic Advisement to revise and reorganize content, and launch new pages in a fresh look that coordinates with the Undergraduate Admissions section. Concurrently, OCMPA updated and redesigned web sections for the Office of the President and Faculty & Staff. OCMPA is also currently scheduling re-designs for Enrollment Management, Financial Aid Services, ISSC, the Registrar's Office, Dean's Scholars, Testing & Evaluation, Arts at Baruch, and Student Affairs, and is serving as a content advisor and resource for BCTC which will take the lead on the Library and Starr Career Development sites.
- OCMPA also continued to liaise with Zicklin on the school's new website design, under creation with iFactory. The firm is on schedule to release the templates and coding manual to Zicklin by April. At that stage OCMPA will continue to lend resources and insight as the Zicklin team builds the site over the coming months.
- OCMPA and the Marxe School collaborated on a multifaceted recruitment marketing campaign for a well-attended Spring open house. Tactics included email distributions to targeted lists, digital ads, and a microsite. Currently underway is a comprehensive marketing campaign for domestic and international student recruitment, rolling out over the next few weeks.
- Together with Enrollment Management, OCMPA expanded last year's successful Summer Session marketing campaign to target the College's largest external feeder schools and for the first time ever, to fine-tune messaging to three different internal audiences: current students, students who dropped one or more courses within the past year, and students who dropped out entirely. Last year's award-winning creative materials were refreshed and updated.
- OCMPA continues to collaborate with the Schools and an external media buying/digital marketing agency, Working Media Group, to improve recruitment marketing efforts across graduate programs. By January 27, Zicklin had exceeded the total number of MS students forecast (158) by 12, and the Evening MBA exceeded its forecast of 55 by at least four students.

- Further refining its marketing approaches, OCMPA is working with WMG to amass baseline data on past advertising campaigns to execute data-driven advertising media plans that continuously increase the number of graduate school prospects for the respective Admissions Offices to cultivate. With WMG producing data analyses every two weeks, campaigns can be continuously fine-tuned based on user engagement and metrics.
- As participants on the College's International CBT, OCMPA developed a new brochure for colleagues to use in recruitment of international students during their travel abroad.

Business Communication Efforts Across the College

Since Fall 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.

- The department continues to expand its use of PoliteMail, a dynamic email platform that features design capabilities and provides readership metrics. After gathering baseline data across institutional distributions—from the weekly e-newsletter *This Week @ Baruch* to messages from HR, the President, BCTC, and others—the communications team instituted a new e-newsletter design in January. Readership data analysis is currently underway to inform the next phases of the rollout to optimize impact. These include the timing of distributions, resource accounts for key senders, and dynamic subject lines.
- In partnership with Zicklin School of Business, OCMPA produced numerous recruitment brochures in the creative style developed by Tenet Partners in the fall, including for the MBA program, MS programs, the Field Center, GCMC, and the Newman Real Estate Institute.
- Expanding the College's portfolio of multimedia content launched in Spring 2016, OCMPA produced two multimedia articles highlighting Social Mobility at Baruch and the undergraduate quants' outstanding performance at the Traders@MIT competition. The Department also rolled out two faculty profiles—on Paquita Davis-Friday and Anna D'Souza—in concert with the Office of the Provost.
- Working with the Office of College Advancement, OCMPA produced the annual report for the Baruch College Fund and materials for the upcoming Bernard Baruch Dinner.
- As participants on the President's Ad-Hoc Taskforce on Emergency Preparedness, OCMPA edited the emergency protocols manual and revised sections pertaining to communications.
- 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; and numerous posters, postcards, and flyers for alumni events.

The communications team also supported numerous departments, including the Office of the President, 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 worked closely with the *New York Times* on its multi-part coverage of [The Opportunity of Equality Project](#), the most comprehensive study yet conducted on college graduates, measuring social mobility through the use of “big data to identify new pathways to upward mobility.” As a result, Baruch College was highlighted in the outlet’s coverage, including interviews with President Mitchel B. Wallerstein and a successful alumnus.
- OCMPA teamed up with Princeton Review’s editor-in-chief for NY1 to feature Baruch College and the Starr Career Development Center in the news outlet’s segment on [“Ways a College Can Help Your Child Get a Head Start When They Graduate.”](#) NY1’s coverage followed a nationally aired segment on NBC-TV’s top-rated morning show, [“The Today Show,”](#) which covered Princeton Review’s 2017 “Colleges That Pay You Back: The 200 Schools That Give You the Best Bang for Your Tuition Buck,” and singled out Baruch College as a best-value school both “academically and financially.”
- Collaborating with CollegeNET, which ranked Baruch #1 in social mobility for the second consecutive year, the College was the sole focus of a CollegeNET press release that was distributed to thousands of outlets, websites, and social media accounts via BusinessWire. The release featured an interview with President Wallerstein, who outlined Baruch’s approach to advancing social mobility among its student body.
- Additionally, OCMPA continually monitors and then promotes other key college rankings and standings in communications channels including the College’s website, social media, “This Week at Baruch” weekly emails, and press outreach. We maintain an ongoing list of [college rankings](#) in our Newsroom to advance our institutional messaging re: the hallmarks of a Baruch College education: access, quality and value.
- OCMPA collaborated with the *Chronicle of Philanthropy* to recognize Austin W. Marxe (’65) in the *Chronicle*’s annual ranking of America’s 50 biggest donors for his \$30 million gift to endow and name the Marxe School of Public and International Affairs. This year’s ranking also included such notable philanthropists as Michael Bloomberg, Bill and Melinda Gates, and Sheryl Sandberg.

- We continue to proactively promote numerous events, conferences, programs, and exhibitions that are being held during Spring '16, including but not limited to Art-A-Thon, Baruch's and Weissman College of Arts and Sciences' first day-long event celebrating the arts, and former U.S. Treasury Secretary Jack Lew speaking to Zicklin School of Business students.
- OCMPA continues to cultivate its media contacts to aggressively pitch our Subject Matter Experts (SME) to print, broadcast and online media and to position Baruch College as a highly relevant resource for members of the press. We continue to leverage our recently established relationship with the U.S. Department of State's Foreign Press Center, based at the United Nations, to make Baruch College's SMEs are known to foreign-based journalists for their ongoing coverage of the United States.
- OCMPA continues to actively engage on social media and continues to boost user engagement. We now work collaboratively with other social media accounts across the College, including Athletics, Alumni Relations, Admissions, and Office of Global Initiatives, to cross promote messaging.

Public Affairs & Economic Development

- Organized meetings for President Wallerstein with Baruch College state legislative representatives, including State Senator Liz Krueger and Assembly Members Kavanagh and Gottfried, in relation to advocating for Baruch College and CUNY state budget priorities.
- Submitted three capital grant request to the New York City Council under the Resolution-A Capital Program. The request for the City Fiscal Year 2018 include:
 - o \$1,000,000 for the creation of the permanent 25 Street Plaza requested from Speaker Melissa Mark-Viverito and the members of the NYC Council's Manhattan Delegation;
 - o \$275,000 for a High Definition Video Conferencing System requested from Manhattan Borough President Gale A. Brewer; and
 - o \$250,000 for an Americans with Disabilities Act compliant entrance at the Lawrence & Eris Field Building at 23rd Street requested from Baruch City Council representative Rosie Mendez.
- Submitted discretionary expense funding requests to the New York City Council for \$35,000 for the Department of Journalism's NYC High School Journalism Conference and Newsies City-Wide High School Journalism Awards at Baruch College.
- Submitted a discretionary expense request for \$9,998 to the New York City Council for the Center for Nonprofit Strategy and Management's proposal to create a New York Nonprofit Information Web-Site at Baruch College.
- Baruch College will host and event for Assembly Member Richard N. Gottfried on March 23 related to a Medicare Programs Forum for the local East side community.
- Supported the Zicklin School of Business's Executive Programs Office's proposal to the five NYC pension systems to provide the pension trustees with executive education at

Baruch College. The proposal was accepted and is currently pending the execution of the various contracts with a number of the City's pension systems.

- Helped coordinate a Zicklin School discussion forum with former United States Treasury Secretary Jacob "Jack" Lew on campus on March 2nd. The forum was open to Zicklin students, staff and faculty.
- Helped guide and support the Undergraduate Student Government's participation at the annual Association of Black and Puerto Rican Legislators, Inc. conference in Albany, NY on February 17 to 20th. Our office also organized meet and greets with Baruch College legislative alumni including Assembly Members J. Gary Pretlow BBA '78, Diana C. Richardson MPA '10, and Yuh-Line Niou MPA '11.

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