

**Report to the General Faculty on behalf of
the Division of Enrollment Management & Strategic Academic Initiatives
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Spring Enrollment

As of this writing, Spring semester overall enrollment stands at 19,358, which represents a 6.7%, or 1220 student, increase over Spring 2020. Degree-seeking undergraduate enrollments are up 3.1%, while graduate enrollment is up 29.6% over last spring. While the numbers of new students who begin in spring is always smaller than the fall term, the College welcomed 121 new first-year students (up 18.6% over the prior spring); 1410 undergraduate transfers (up 6%); and 677 new graduate students (up 60.4%).

Black & Latinx Success Amplified

In November, in concert with our colleagues in Student Affairs and College Advancement, we were thrilled to announce a gift from Bank of America for \$1 million over four years to support student success and career development initiatives for Black and Latinx students, under the banner of Black & Latinx Success Amplified.

<https://newscenter.baruch.cuny.edu/news/baruch-college-receives-1-million-from-bank-of-america-to-support-black-and-latino-students-academic-and-career-success/>

Undergraduate Admissions

Continued suspension of SAT/ACT use in admissions decisions

CUNY continues to suspend the use of standardized tests (SAT and ACT) in evaluating undergraduate students through the Spring 2022 admissions cycle. Applicants interested in applying to any CUNY campus do not have to submit SAT or ACT scores as a part of their application; test scores will not be taken into consideration during the admissions review cycle. Baruch College will take other factors, such as overall grade point average, performance in the areas of mathematics and language arts, and optional essays into consideration when reviewing applications. The temporary suspension of standardized tests also applies to Macaulay Honors applicants.

To meet the needs of prospective and admitted students, the Undergraduate Admissions team launched a robust virtual front desk initiative, and successfully migrated a variety of recruitment and yield programs into online platforms in order to meet our enrollment goals. We are heartened by the overwhelming success in meeting and exceeding enrollment goals for the current academic year, despite the very challenging environment, and look forward to a robust fall class.

Technological Initiatives

Navigate

Use of the Navigate platform continued to grow across Fall 2020 and into Spring 2021. Collectively between Undergraduate Advisement & Orientation, SEEK, Honors, Student Success, and Marxe Undergraduate Advisement, 10,463 student academic advising appointments were scheduled and held between October 1st, 2020 - February 26th, 2021. The graduate advising units in Zicklin, Weissman, and Marxe are in the process of implementing the software. Additionally, faculty in the Bert W. Wasserman Department of Economics & Finance are set to start using the platform to schedule appointments and track student performance.

Early Alert

The long-running Early Alert initiative for first-semester students transitioned to the Navigate platform in Spring 2021. Navigate is built on the premise of creating a coordinated care network in which different support offices share key data and collaborate on interventions to support a student holistically. The Early Alert initiative is a cross-departmental collaborative effort between Enrollment Management, Student Success, the Student Academic Consulting Center, the Writing Center, Tools for Clear Speech, Undergraduate Advisement & Orientation, SEEK, Honors, and the Office of the Provost. With faculty colleagues' support providing early student feedback, our support offices can intervene to help students while there is still time to improve their performance.

With this new software, faculty teaching first-semester students can flag students for assistance using various criteria to trigger outreach from one or more of our student support offices.

Faculty teaching first-semester students are asked to submit feedback on student performance by the dates listed below.

- Math & English: Monday, March 8th
- All Other Disciplines
 - Preferred Response Date: Friday, March 12th
 - Regular Deadline: Friday, March 26th

Faculty teaching first-semester students received an email request with a unique link to submit an Early Alert. They can also access their Early Alert survey by logging into Navigate (<https://baruch-cuny.campus.eab.com>) using their CUNYfirst credentials.

For questions or assistance with the Early Alert, please contact Advisement.EarlyAlert@baruch.cuny.edu.

Information Hub

An ongoing CR/NC virtual Info Hub was held during the end of the Fall 2020 semester and in January for students seeking guidance on the updated CR/NC policy. Staff from Undergraduate Advisement & Orientation, Financial Aid Services, SEEK, Registrar, Student Success, and the Office of the Vice President handled questions from students with regard to the rules for CR/NC and the potential impact on their

individual situations. The hub served as a triage desk, with breakout rooms for students who need individual advice regarding academics, federal aid, and TAP compliance. The cross-departmental exercise was well-received, and may serve as a prototype for offering more one-stop student service opportunities.

Website Updates

With the migration of the College's website to WordPress over the past year, keeping content current and user-friendly has become a more achievable goal for all of us. Each of the EMSAI departments have been working, with critical guidance from BCTC and OCMPPA, on tone, message, and the information architecture of our websites, with a critical eye as to how students are using and interacting with the website. This fits into our larger goals of streamlining the ways students are interacting with our various information platforms and making information more easily accessible in support of student success.

Housing

There are 61 students in the residence hall. The building is following social distancing protocols put forth by the state. In February, the Housing team has started marketing to our incoming students.

Financial Aid Services

Scholarships

For FY 2021, approximately \$3.2M has been allocated in Baruch scholarships; this number is expected to exceed \$3.5M by the end of the award year. During the pandemic, Financial Aid Services has worked closely with the Bursar's Office and has approved approximately \$658K in external scholarships. This number is expected to increase by the end of the academic year. Currently, there are 226 scholars enrolled in the Baruch and Dean's Scholar Program.

Federal Student Aid

- Loans
 - Baruch College's 2018 draft cohort default rate was released on February 22, 2021. Our draft rate for FY 2018 is 2.4%. This represents a 30% decline over the previous year's draft rate of 3.4%. The 2018 cohort tracks borrowers who went into repayment in fiscal year 2018 (10/1/2017 – 9/30/2018) and subsequently defaulted on their loans over a 3-year period. (10/1/2017-9/30/2020). The official rate will be released publically in September, 2021.
- Work Study
 - As of February 24, 2021, Baruch has 159 FWS students working and earning their funding despite the pandemic barriers; in addition, 3 students are working through Public Service Corps (PSC). Currently, Baruch has the most FWS students placed in jobs within CUNY.

