

Report to the Baruch College Faculty
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I. Marketing Highlights Across the College

Below are highlights of marketing and communications initiatives completed or underway from the past 6 months. A full list of projects is available by request from OCMPA's project management system.

- In order to advance the initiatives of the **President's Vision Council**, OCMPA worked in partnership with Council members and Ologie to implement a review of the College's brand and market positioning. Ologie is the agency retained in June/July 2021 to partner with Baruch and the President's Vision Council on this strategic initiative, which has been an important priority of the OCMPA team over the past six months.
 - The first phase of the work, Discovery and Immersion, was completed in October. This included 1) an in-depth research, strategies, data, and document review, 2) marketing and communications audit, 3) interviews with 14 internal stakeholder groups, and 4) six discussion groups (with the President's Vision Council, alumni, undergraduate students, and graduate students), and 5) interviews with Baruch donors.
 - The second phase of the work consists of a highly comprehensive **brand market research study** involving both qualitative and quantitative research of all of the College's major stakeholder audiences. The qualitative research, which consisted of interviews with external partners of the college (employers/industry leaders, foundation partners, and elected officials at the city and state level) was completed in December 2021.
 - The quantitative research study, which aims to assess brand awareness and perceptions of Baruch, including measure perceptions of the College against its competitors, is scheduled to launch in late March and be completed by the end of April 2022. This in-depth study involves surveying eight target stakeholder audience groups: Employers, Alumni, Donors, Prospective Undergraduate Students, Prospective Graduate and Executive Students, Current Undergraduate Students, Current Graduate and Executive Students, Faculty and Staff; this will be the first time the College has conducted a comprehensive target audience study of this nature in its history.
 - The quantitative survey will involve coordination across 11 different CRM databases at Baruch which are managed by separate internal staff teams. In January, a survey planning meeting was held with representatives from Undergraduate Programs, Starr Career Development Center, Alumni Relations, Advancement, and the graduate program and career management teams from the Marxe, Weissman, and Zicklin Schools.
 - Once the research has been completed, the next step will be to articulate Baruch's brand strategy. Brand strategy workshops with the President's Vision Council and internal stakeholders, facilitated by the Ologie team, are planned to take place in May/June of this year.
- In order to integrate the College's marketing and communications efforts and promote cross-department collaboration, OCMPA hosts monthly **Baruch-wide Communications and Marketing meetings** which are attended by representatives from each major unit. These meetings were held in the fall and were helpful for coordinating with internal stakeholders around Campus Safe Reopening communications, enrollment matters, and other college marketing priorities.
- Over the past months, OCMPA partnered with the **Zicklin School** on several enrollment marketing initiatives:
 - Implementation of **paid search engine advertising** to market the Graduate programs, with the help of Baruch's media agency, Working Media Group. The campaign metrics continue to show positive activity across all the programs. The goal is to continue to optimize to drive clickthrough rates (CTR) and conversion rates, while being highly cost efficient.

- o In August/September, OCMPA was tasked to analyze the enrollment needs of **Zicklin's suite of executive programs** (EMBA, EMBA HCA, EMS HRM and DBA) and develop a new marketing campaign for the 2021-22 enrollment period. This work included a review of findings and recommendations developed by a consultant GPRS (Graduate Program Recruitment Solutions), analysis of past enrollment data, and a strategic assessment of past student profiles (including titles, employers, industry sectors) for the various programs.
- o Based on the above, a comprehensive campaign media plan was created to market Zicklin executive programs for the duration of October 2021-June 2022 with a budget of \$300,000. New creative executions were developed along with new copy messaging based on an analysis of the programs' value propositions to ensure that the goals of the campaign are achieved. The campaign has been performing very well. In February 2022, Google display ads delivered high impressions of nearly **8 million**, and **5,316 clicks** to the website. This proved effective and cost efficient with an average CPM (cost per thousand) of \$1.75. Google paid search marketing also performed extremely effectively, generating 36,235 impressions and a **3.57% clickthrough rate**, far above industry average and past campaigns.
- o In December, Baruch was approved to offer the first DBA program in New York State, and OCMPA is currently working with the Zicklin executive team to develop a new **DBA promotional video** to enhance the existing marketing effort.
- o In the fall, OCMPA also worked with the team to refresh the design and produce Zicklin's annual GCMC employment report.
- Over the past months, OCMPA continued to partner with the **Marxe School** on their enrollment marketing initiatives.
 - o Working with the Marxe team and Working Media Group, new digital marketing campaigns were developed to promote the School's Open House events in October and February. The collaboration also included updating Marxe's annual paid marketing campaign to generally promote graduate and executive programs beyond the February Open House, and is currently running. Since this augmented campaign began on February 15, the SEM has generated **16,982 impressions** and a very high clickthrough rate of **11.36%**.
 - o In February, OCMPA assisted the Marxe team with launching a **LinkedIn Showcase Page** to help support their organic enrollment efforts and outreach with prospective students.
- OCMPA partnered with Weissman on a variety of projects and events in recent months.
 - o In the fall, OCMPA helped with designing and producing marketing materials (digital invitations, sliders, emails, social graphics) to support Weissman's **Veteran's Day event**, the **We are Climate Action** events series and **Harman Writer-in-Residence** program.
 - o Planning and development meetings were held in the fall to conceptualize the **"Why Weissman"** video, which is being created to build general awareness for the Weissman school.
 - o OCMPA also developed an infographic for the Corporate Communication Masters Capstone process for the website.
- During the latter part of last year, OCMPA began a collaboration with EMSAI to develop an identity for the new **Baruch One Stop Shop (BOSS)**. This project involved developing an identity for the one stop shop that will be used in the location, environmental graphics, social media, and signage. The concept was approved recently and the installation of the environmental signage is currently being scheduled for next week. On the enrollment front, **Summer Session 2022** campaign planning with EMSAI is about to begin.
- OCMPA also collaborated with EMSAI on Black History Month marketing and communications needs, utilize the new Black History at Baruch creative design that was developed last year. A website slider and social media assets were updated to reflect the theme for the year which was "Health and Wellness in the Black Community".
- OCMPA collaborated with ODCEI (Office of Diversity, Compliance and Equity initiatives) to develop web sliders, messaging, social media assets and campus screens to celebrate MLK Day on January 17.

- Over the past months, OCMPA continued to highlight some of the outstanding achievements by Baruch's leadership through the website, social media, newsletter, and other channels. This included President Wu being honored as one of the "Outstanding 50 Asian Americans in Business" by the Asian American Business Development Center, and Chief of Staff Kenya Lee being recognized by City & State as a Corporate Social Responsibility "Responsible 100" Honoree 2021.
- Several alumni events and projects were developed through the partnership between OCMPA and the Office of Alumni Relations and Volunteer Engagement. This included marketing and design support for the very recent "**Baruch in Florida**" event held at the Addison Boca Raton, and editorial and design support for the monthly alumni e-news. Marketing and communications planning for the **2022 Alumni Reunion**, which will be held in person for the first time in two years, is currently underway.
- Active promotion of Baruch College's rankings, awards, and initiatives continued to be a focus for OCMPA with key stories supported by digital marketing through web sliders and social graphics: Quantnet "#1 ranking of Baruch MFE program", #1 for Seven Straight Years on CollegeNET's Social Mobility Index.
- OCMPA played a major role on marketing and communications for the phased campus reopening in September and partnered with internal stakeholders on the student-facing "**Are You Campus Ready?**" informational campaign that ran from August through October. The 4-6 week campaign included web creative and sliders, website updates, social media, video assets, and more.

II. Business Communications Across the College

OCMPA continued to research, craft, disseminate, and amplify important messages from CUNY and Baruch leadership, as well as support institutional events, executive recruitment efforts, academic business initiatives, and internal communications needs. In addition to ongoing campaigns with, primarily, EMSAI, OSL, and Administration and Finance regarding the safe return to campus and associated protocols and deadlines, OCMPA also partnered with BCTC and the Provost's Office, respectively, to design and manage campaigns for the College's transition to Microsoft 365 and the institution's inaugural Mental Health Awareness Week. The communications unit also continued to strengthen partnerships and infrastructure efforts with colleagues around the College. Often interrelated, projects and products are outlined in the Institutional Communications, Web, and Social Media sections below.

1. INSTITUTIONAL COMMUNICATIONS

Strengthened Partnerships and Infrastructure

Strategic and integrated institutional communications continued apace as the College community returned to an increasingly in-person campus environment. Numerous interdepartmental collaborations informed and supported this work, including the following partnerships:

- Coordinated Student Communications: Monthly meetings of this College-wide group remained crucial for sharing important, and continuously evolving, information on vaccination deadlines, protocols such as contact tracing, fraud awareness and prevention, and more.
- Safe Campus Communications / Baruch Forward: Partnership continued between OCMPA and the Office of Administration and Finance to manage continuous updates to the Baruch Forward website and provide timely Safe Campus Communications for the College community, including via student-facing social channels. The Safe Campus Communications team also included Cabinet members and staff in the offices of EMSAI, Student Life, HR, and BCTC. A key component of that effort was a cross-departmental, multimedia Safe Campus Communications plan, which is available upon request.
- Coordinated Faculty Communications: Collaboration with the provost expanded to include more regular messaging to faculty, subsets of faculty, and faculty and staff. See below for additional collaborations with the Provost's Office.
- Digital Campus Screens: During the first 18 months of the pandemic, Baruch's Digital Campus Screens went, for all intents and purposes, dark. Upon the community's return to campus in Fall 2021, the Digital Screen system was revived and conversations around its active, strategic use became the focus of the multidepartmental Campus Screens Working Group, with representation from OCMPA, EMSAI,

Student Life, and BCTC. The Campus Screens efforts have evolved to be twofold: the short-term content management of the screens—which EMSAI leads—and the longer-term assessment of the current infrastructure and proposal for a multiphased restoration/upgrade, led by OCMPA and BCTC. OCMPA has agreed to create and provide digital screen content for select leadership and institutional initiatives.

- Emergency Campus Communications/Protocols: Working with the University’s Central Office as well as BCTC and the Office of Public Safety, the Communications team was trained on the CUNY Alert system in order to streamline and leverage this communications tool on behalf of Baruch. OCMPA also led a thorough update of the College’s **Emergency/Offsite Communications Protocols** document to reflect postpandemic teaching modalities, new staff lists, and an expanded appendix of sample messaging for broadcast emails, CUNY Alerts, social media, and homepage eyebrow alerts.
- Collaborations with the Provost’s Office: OCMPA is working closely with the Office of the Provost and BCTC on rolling out Interfolio’s Faculty 180 application. The implementation is on track for a late April/early May launch. Information from Interfolio’s Faculty 180 platform will eventually sync to faculty profiles, an initiative that OCMPA is also working on. In addition, OCMPA is collaborating with the provost and Finance and Administration to develop an Incentive-Based Budgeting Model web property that will house relevant information, content, timelines, and potentially multimedia. At the provost’s direction, OCMPA also collaborated with Human Resources and the student Counseling Center to launch the College’s inaugural **Mental Health Awareness Week**. This effort included creation of a web property, a word-art graphic, broadcast email announcement, sliders, a digital campus screen, and amplification.
- Collaborations with BCTC: OCMPA designed and is poised to implement an internal awareness campaign around the College’s transition to Microsoft 365. The communications unit also continues to partner with BCTC to understand and improve email distributions, especially those targeted to specific buildings and cohorts. (See below for mission-critical BCTC-OCMPA partnerships on web.)
- Collaborations with EMSAI: OCMPA developed the design and environmental signage for the **Baruch One Stop Shop** (BOSS) and is supporting EMSAI’s launch of related student-targeted social media channels under the BaruchOne moniker. BaruchOne will be promoted as the student channel to follow for deadlines, reminders, alerts, and key student events. OCMPA has advocated for the creation of such a channel because historically such vital information is dispersed across many student channels with low followers, engagement, and use. OCMPA has also created an entirely new identity for Summer Session and is in discussions regarding environmental signage for SEEK.
- Collaborations with ODCEI: OCMPA is partnering with the Office of the President and ODCEI on strategy, messaging, and associated collateral. The group is establishing a calendar and protocols around heritage months (such as Native American Heritage Month, Black History Month, and Women’s History Month, the latter in connection with OSL), as well as distinguishing and establishing distinct approaches for the ECDO and president. A goal of the group is to establish protocols that respond to community and world events, such as hate crimes against a particular population, natural disasters, and war.
- Collaborations with OARVE: OCMPA guided and supported the transition of editorial leadership of the *Baruch Alumni Magazine* to OARVE. OCMPA continues to partner on ideation for each issue’s content, including producing the president’s letter for each issue, and top-edit the monthly alumni enews.

Internal Communications: Message Development and Execution

OCMPA continued to provide support on the College’s internal broadcast email communications. In the past six months, the team worked with College leaders to develop and share timely and time-sensitive information about transitions, key goals and initiatives (including campus reopening and CUNY’s student vaccination guidelines and mandate), facilities updates, and community events:

- Important messages included such community-building, values-based thought pieces as “20th Anniversary of 9/11,” “Celebrating Dr. Martin Luther King Jr.’s Legacy,” and “The Passing of Mildred Weissman”—all sent as Messages from the President. With 14 broadcast emails in this period, sent nearly weekly, Provost Essig took the lead messaging the community, especially faculty and staff, clarifying course modality directives, vaccination policies, school and division updates (e.g., Dean

Lang's appointment, the closing of CAPS) and sharing forward-looking messages. A sample of titles shows the range: "Touching Base: Spring Planning, Listening Tours, and Reminders," "Digital Learning at Baruch," "ACT NOW to Support Students in Vaccination Compliance," "Marxe Dean's Progress Report," and "Mental Health Awareness Week." The comms team also partnered with VP Katharine Cobb on such crucial messages regarding safe campus operations as "Keeping Baruch Safe and Informed: Campus Updates," sent midterm Fall 2021.

- Numerous long-term institutional initiatives were also supported through communications. These included diversity, equity, and inclusion (DEI), digital learning/innovation, mental health awareness, fraud awareness and prevention, Marxe School dean search updates, and elevating the importance of CUNY Alerts and emergency messaging as well as consistently sharing updates regarding safe campus management measures. The Comms team looks forward to partnering with EMSAI on upcoming enrollment initiatives, including Summer Session 2022 support.
- Seventy-nine (79) messages/evites/alerts were distributed to the Baruch community from September through February. Average message open rates by category were as follows:
 - o Message from the President: average open rate: 38%
 - o Message from the Provost: average open rate: 43%
 - o Diversity News (resource account used to highlight DEI messages): average open rate: 40%
 - o Message from the Dean of Students: average open rate: 51%
 - o BCTC Alert: average open rate: 53%
 - o HR Update: average open rate: 47%
 - o Facilities Alert: average open rate: 42%
 - o Campus Announcement: average open rate: 41%
 - o Baruch College Communications (universal sender account; used for many evite distributions): average open rate: 52%

President's Blog

Since its launch in 2020, President Wu's blog has published new posts almost monthly (during this period, there was a hiatus in January 2022). These articles were promoted through a number of communications coordinated by OCMPA, including broadcast emails to faculty, staff, students, and alumni; Baruch homepage sliders; social media posts; and amplification in the College-wide e-news, *This Week @ Baruch*. For internal audiences, the blog announcement messages received on average an open rate of 40%, while external readership continues to grow. The social media amplification for his blog received 40,093 impressions and 438 engagements across all platforms.

***This Week @ Baruch* eNews**

OCMPA continues work with partners across the College to curate, edit, and distribute the *This Week @ Baruch* newsletter. For the 19 issues of *TW@B* sent from September through February, engagement averaged 38%. Of the 19 editions, 10 earned open rates over 40%, which translates to more than 1,200 faculty and staff readers. Each issue was tailored for and distributed to students as well.

Baruch Forward / Safe Campus Communications

As noted above, this major institutional effort involves high-level partners from around the College.

- A core element of this multipronged, multi-phased communications campaign was and is the [Baruch Forward hub](#), the one-stop, go-to, main website accessed from the Baruch homepage to share reopening/open-campus news and resources and elevate CUNY guidance. Structured to be flexible and easily updated, the site provides general and audience-specific guidance (for students *and* for faculty and staff). Other key properties/functions are a designated email/feedback tool and an archive of messages.
- Rounding out these efforts were homepage sliders, campus screens, and seeding messages in faculty and staff media (e.g., *This Week @ Baruch*) and student media (e.g., *Bernie Monthly*).

2. BARUCH COLLEGE WEB PROPERTIES

Backend Infrastructure and Capacity Building

Two crucial backend initiatives continued to gain traction in Fall 2021: Programmable search and Google Analytics. Powered by Google search technology, programmable search will help Baruch's website users find fast, relevant results and provides OCMPA customizing functionality to determine what content is searched and how it is presented. Moreover, this allows the team to program keywords to highlight specific web properties, which results in an improved user experience for our audiences when they perform a search on Baruch's website. All communications and public relations team members have been trained on a process designed and implemented to guide the use of programmable search features.

Google Analytics reporting allows the team to gather data, including traffic acquisition and behavior as well as landing page and mobile performance. Google Analytics has long been in use in partnership with BCTC, but with the WordPress migration complete, it is now being rolled out to OCMPA staff. It will be used to evaluate homepage performance and experience, which, in turn, will inform recommendations for layout, visuals, and content placement. As managers of the homepage, OCMPA makes daily updates to content, sliders, and visuals. A rotation of three to eight sliders is designed to support key messaging (e.g., Baruch Forward, Safe Campus Management, Credit/No Credit), promote accolades (e.g., *Forbes* ranking, DEI distinction from *Equal Opportunity Magazine*, Telly Awards), and showcase our campus community (e.g., Voices of Baruch, Trending @ Baruch).

Ongoing Website Enhancements

To improve overall user experience, the team also worked with BCTC to introduce a number of updates across Baruch's web properties. Ellipses were placed on the homepage sliders to allow users to more easily navigate between them. The overall design approach was refined, which adjusted spacing between sections, modified the font size and style hierarchy used for section titles, and subtitles to improve readability and accessibility in accordance with the requirements of the Americans with Disabilities Act (ADA).

Homepage Navigation Overhaul

A BCTC-OCMPA working group was established to overhaul the homepage navigation. The team developed a project plan, recommendations for both desktop and mobile navigation, and a technical implementation schedule.

- From June through August, the comms/digital staff, with support and input from BCTC, presented the project plan to the president, provost, and Cabinet. The team also held a series of listening sessions with stakeholders throughout the College. Through this process, stakeholders shared valuable feedback, input, and suggestions on the homepage navigation—what works, what does not, and what changes and/or additions they would like to see. During this time, desktop research was also conducted on best practices, mega nav menus/structures, and navigation categories to inform our recommendations. The team also used Google Analytics to identify which areas on the website users visited the most frequently; which tasks users were aiming to accomplish; and which information users were searching for. The team also enlisted a UX researcher (from Baruch's Newman Library) to advise on mobile navigation structures, project planning/timelines, and engaging students at the appropriate point in the process.
- Using the data mentioned above, from August through October, navigation mock-ups for desktop and web were developed and revised based on feedback from OCMPA and BCTC team members.
- The recommended top-level, utility, and mobile navigation schemes were presented to the president, provost, and Cabinet in October. Members of Cabinet nominated subject matter experts to work with the BCTC-OCMPA project team on identifying the content, links, and resources for each mega menu.
- Based on nominations from Cabinet members, the BCTC-OCMPA project team established cross-departmental working groups, and each group is tasked with determining mega menu content for its respective category. Kick-off meetings were held with each group as well as a handful of follow-up meetings based on the group's bandwidth. At the time of writing, significant work has been completed on the About Baruch, Academics, and Admissions mega menus; the working draft of the Alumni mega menu has been completed.

- BCTC has completed the technical implementation (coding work) for the proposed changes to the top-level and utility-level navigation structures on both desktop and mobile. These changes have not been deployed on the live site yet.
- Due to the emergence of other high priority projects across the College, and being cognizant of our partners' bandwidth, the project timeline has been revised; at the time of this writing, the goal is to launch the updated navigation in August 2022. Throughout the upcoming months, the project team will continue to work behind-the-scenes with the partners on deliverables as schedules, bandwidth, and priorities allow.
- This project also presented an opportunity to refine the footer.

Partnership Development and Capacity Building: Postmigration Web Enhancements

With the entire site on WordPress, the team continues to work with partners on postmigration enhancements, including reorganizing and simplifying site navigation, removing outdated content, editing content for readability, optimizing use of graphics and images, and employing customer-centric design thinking. The team also helped partners solve technical issues and improve accessibility by remediating pdfs, clarifying display for reading devices, using alt text, and improving color contrast. BCTC also deployed a broken link checker, which has been instrumental in flagging corrupt files and links.

From September 2021 through February 2022, OCMPA worked with the following units to provide guidance and support:

- Office of the Provost
 - Online/Hybrid Learning Advisory Council; new tab added to the left-nav panel
 - Mental Health Awareness Week; new tab added to the left-nav panel
 - Faculty Convocation
 - Interfolio/Faculty Profiles (in partnership with BCTC—project in its early stages)
- Office of Finance and Administration
 - Baruch Forward
 - Incentive-Based Budget Model (preliminary draft/unpublished web property developed)
- Office of College Advancement and Alumni Relations: Hire Baruch (page launch and working with BCTC to implement page-level editing access)
- Weissman School/CUNY SUM website: Migrating news articles from SUM site to the News Center
- Continuing and Professional Studies: Partnered with BCTC to gain access to the site; working with the web content editor to make adjustments reflecting the program's closure
- EMSAI
 - Refining the left-nav panel and partnering with BCTC to deploy the current default top-level navigation across pages
 - Virtual Tour updates (in early stages)
- Office of Diversity, Compliance, and Equity Initiatives
 - Working with the web content editor to standardize accordions on Resources and Announcements page
 - Working with the web content editor to upload messages to the Resources and Announcements page
 - Advising on broken links
- Office of Legal Affairs and Labor Relations: Working with the web content editor to remedy broken links

Partnership Development and Capacity Building: Web Content Editors Forum

OCMPA and BCTC continued to partner on the Web Content Editors Forum, a collaborative working group to promote training, resources, and knowledge sharing for website content management and design of Baruch's web properties. The goals are to build capacity through training and support, increase collaboration, and ensure that web compliance obligations are met—all of which will lead to an improved user experience. The forum's first "launch" meeting occurred in March, which was followed by numerous training sessions on the topic of web accessibility. Online training materials and a group email to improve communications among content

editors are in place. Web Content Editor Forum meetings were held in June and November, focusing on the topics of web writing, organic search engine optimization, image copyright and intellectual property rights, how to access images, and best practices in design and image use. We are currently planning the Spring 2022 meeting.

3. SOCIAL MEDIA

Strengthened Partnerships and Infrastructure

Through the month of September in partnership with EMSAI and OSL, OCMPA amplified several student-oriented campaigns designed to strengthen important information from CUNY and Baruch regarding course modalities, vaccination regulations, and deadlines for vaccination and uploading vax information to CUNYfirst. The three teams developed content and collateral in collaboration—in particular for the “Are You Campus Ready?” and “Be Sure You’re Campus Ready” campaigns—and shared with the Social Media Working Group to be amplified across channels College-wide. Many of the posts were uploaded primarily to the student-facing EMSAI and OSL channels, then shared across Baruch’s main channels and others. The goal of this approach was to drive awareness of and traffic to the student-facing channels.

Toward the goal of generating social media capacity and strategy across the College, the team convened the College-wide Social Media Working Group to share new assets related to the Baruch community’s return to campus. Topics included explaining various communication campaigns, including Baruch Forward and Are You Campus Ready?; sharing new videos; and supporting CUNY campaigns.

Building social media capacity across the College on LinkedIn is currently in progress. Following research and strategizing with other Baruch partners, including the Office of Alumni Relations and the Zicklin Graduate Career Management Center, OCMPA is currently in the process of proposing and implementing a new organizational structure for each of the schools at the College. The Marx School has already developed and maintaining a LinkedIn Showcase Page. Efforts are currently underway to transition the Weissman and Zicklin schools toward the same type of page.

As part of the College-wide Coordinated Student Communications group, the social team continues to work with partners across the College to retire unused accounts, potentially merge little-used accounts, and investing in channel growth so key communications can reach the student audience. At present, the team is working to shut down social media channels related to the CAPS program. In addition, the team is also amplifying content by the newly-created BaruchOne social media channels in an effort to build its follower base.

Strategy and Platform Management

In the evolving pandemic environment and with the return to campus, the social media team utilized social media to meet the needs of the College and its community and to spread excitement around exploring new campus spaces and the return to in-person interactions. The team enhanced the College’s social media presence by developing and sharing content to help the Baruch students, faculty, and staff prepare to return to campus and be aware of important vaccination protocols.

The impact of this content continued to be tracked and reported through quarterly metrics reports. In Q3 and Q4 2021, all channels saw an expected initial decline in the summer months followed by growth in engagement as the Fall 2021 semester began. In addition, Baruch College’s followers continued to grow across almost all social media platforms:

- From September 2021 through February 2022, social media resulted in 27,658 referrals to Baruch’s website. Some of the top-referring content included the Baruch College’s homepage, Baruch news items, and rankings. This indicates that social media is not only a major source for news and information for a variety of our target audiences but also a valuable tool for community building.
- OCMPA used organic social media to support the following campaigns and communications priorities:
 - o Clivner=Field Plaza Dedication Ceremony
 - o Trending@Baruch: Clivner=Field Plaza Dedication Celebration

- o Students Win Gilman International Scholarships
- o Baruch Named to “American’s Top Colleges” List by *Forbes*
- o CUNY’s Voter Registration Campaign
- o Explore Baruch: Mishkin Gallery Video
- o Appointment of Weissman Dean Jessica Lang
- o Season’s Greetings Video from President Wu
- o Change in Modality Due to Weather
- o Voices of Baruch: Provost Linda Essig
- o Black History at Baruch College
- o Marx School Open House from Graduate Programs
- o President Wu’s blog (five editions in this period)
- o “Be Sure You’re Campus Ready”
- Through September 2021, Baruch finished the last phase of its Safe Campus Reopening campaign. During this period, the College generated 130,908 impressions and 4,306 engagements.
- The Clivner Field Plaza Dedication Ceremony, celebrating the renovated campus space, was among the biggest social media efforts in Q4 2021. Across all channels, the campaign collected 159,340 impressions and 6,843 engagements.
- Baruch College transitioned toward posting more native videos to its social media channels. LinkedIn, Instagram, Twitter, and Facebook helped to generate 6,000 views in Q4. Native videos continue to be leveraged in Q1 2022 and beyond.

III. Multimedia Production & Virtual Event Highlights

- **Milestone Events Turned Multimedia:** Due to the pandemic, several large-scale events were converted to virtual events, and OCMPA’s support for these efforts continued to be a focus throughout the fall, even as the college began its shift back to on campus learning. OCMPA partnered with colleagues from across the College to provide these events to the Baruch community, while making best use of the virtual environment and technology. To that end, OCMPA collaborated with the Office of the President, Office of the Provost, Office of Student Affairs, Office of College Advancement, and BCTC, to produce several key milestone events:
 - o **Clivner=Field Plaza Dedication:** On October 13, Baruch held a dedication of the newly renovated space featuring remarks from President S. David Wu, as well as several local and state representatives, alumni and donors.
 - In partnership with the Office of College Advancement and BCTC, the event was live-streamed from the outdoor plaza and received nearly 500 views, with audience members tuning in from across the US and internationally.
 - A video was produced highlighting the event, “***Trending@Baruch: Clivner=Field Plaza Dedication***”, which has received nearly 300 additional views and 4,000 impressions.
 - o **Virtual Faculty Convocation 2021:** On September 23, Baruch hosted its second Virtual Faculty Convocation. The event was attended by over 120 members of the Baruch community.
 - o **Virtual Town Hall Fall 2021:** On November, Baruch hosted a Virtual Town Hall for the Fall 2021 semester. The event was attended by over 450 members of the Baruch’s faculty and staff, and has garnered nearly 100 additional views on YouTube.
- The **Multimedia Production Working Group**, launched by OCMPA in the Fall of 2018, continues to grow as partners around the college identified needs for multimedia resources and collaboration. This need increased during the college’s adjustment to the virtual environment. The main goal of the group is to engage with colleagues across the college who are producing in-house or hiring service providers, to facilitate production, copyright and usage management, and distribution protocols—while cultivating a collaborative environment for multimedia creation and storytelling across the College.
 - o One working group meeting was held in the Fall semester, allowing OCMPA and partners around the college to discuss how the shift to remote-learning has continued to impact our

- college-wide multimedia efforts, and what new initiatives could be implemented to continue providing for the students, staff, and faculty.
 - Our fall meeting focused on the virtual resources and experiences developed during the remote work and learning environment, and which of these tools will continue to be provided and adapt as we return to on-campus instruction.
 - Future meeting agendas are derived from surveys sent to all attendees about topics they would like covered when utilizing multimedia in a more aligned manner with their department needs.
- One of the College's strongest avenues for multimedia distribution is its **YouTube Channel**. Performance continues to show considerable growth as OCMPA and our partners work to populate the library with new multimedia materials:
 - Total views reached 37,177 in the Fall of 2021.
 - Average view duration reached 1:36, with an Audience Retention Rate of 56%.
 - The channel added 151 new subscribers in the fall of 2021. The channel currently has over 2,700 subscribers.
 - Total impressions increased from the previous fall, going from almost 334,600 to over 368,480.
 - YouTube impressions are derived from people requesting our materials through direct searches, or through YouTube itself suggesting our content to all of its users. We increase our suggestions through YouTube by increasing our impression click-through rate, and our video watch time.
 - Impressions garnered the YouTube channel over 17,657 views during this period.
- OCMPA produced a total of 25 original videos in Fall 2021
 - ***"Welcome Back, Baruch"*** was produced to welcome the Baruch community back to in-person learning at the start of the fall semester, and received over 1,700 views and over 8,000 impressions.
- In December OCMPA produced a Holiday message from President S. David Wu to the Baruch community.
 - The video included remarks from President Wu alongside an original animated holiday card.
 - The video has received nearly 1,000 YouTube views in total since its launch, and received 35 likes.
 - The video also added 9 new subscribers to the channel, the fourth highest subscriber rate for the semester.
 - Using the animated holiday template, OCMPA partnered with the three schools as well as the Provost's office to produce individual holiday messages. The videos for Zicklin, Weissman, Marx and the Provost's office have totaled over 1,000 additional views.
- In the fall 2021 semester a new video series was launched entitled ***"Explore Baruch: A Student's Guide"***
 - The series showcases the Baruch experience from the perspective of students, as well as informs the student body and wider Baruch community about resources and experiences available at the college.
 - The first three installments featured an interview with President S. David Wu and Provost Linda Essig, conducted by USG President Alison lee.
 - The three videos were launched in September 2021 and have thus far totaled over 3,700 views, 87 likes, and nearly 35,000 impressions.
 - The series' fourth entry, ***"Explore Baruch: A Guide to the Mishkin Gallery and Art Around Baruch"***, was added in November, and has thus far added nearly 500 views and almost 13,000 additional impressions.
- In the fall 2020 semester a new video series was launched entitled ***"Voices of Baruch"***
 - The series captures the perspective directly from Baruch students, as they reflect on their experiences at the college.

- o Beginning in the Fall 2021 the scope of this series increased to include the voices of faculty and other members of the Baruch community, joining the student voices.
 - The first faculty installment featured Professor Bridgett Davis, which has thus far garnered nearly 400 views.
 - o Two new installments were added to the series in the Fall semester, amassing nearly 600 new views
 - o As of December 2021 a total of 10 videos have been added to the series, totaling nearly 5,400 views, 135 likes, and nearly 70,000 impressions.
- OCMPA partnered with Zicklin to produce a new season of the multimedia campaign titled **“Why Zicklin?”**, featuring current students and alumni sharing their experiences of the college.
 - o 14 total videos will be produced as part of this campaign, with four videos premiering in the fall of 2021
 - The first four videos have garnered nearly 1,700 total views, over 60 likes and nearly 7,500 impressions.
 - o In addition, OCMPA continues to partner with Zicklin to adapt their live webinar series **“The New Normal in Business”** to YouTube with 2 new installments in the Fall of 2021. The new installments have received nearly 250 additional views on the Zicklin YouTube channel.
- OCMPA partnered with Weissman on a new multimedia campaign titled **“Why Weissman?”**, featuring current students and alumni discussing how their time at the college has impacted their career journeys.
 - o The first video of the series was released in September and has thus far received over 350 views and nearly 2,000 impressions.
 - o OCMPA provided a video template to our partners at Weissman to continue producing additional installments, resulting in three additional videos releases during the fall.
- In collaboration with the Office of Enrollment Management and BCTC, OCMPA developed and launched a new **Virtual Tour** in the Fall of 2018. The Virtual Tour has continued to be an essential asset for the College’s enrollment marketing in the virtual environment. The tour features an interactive web presence that allows students to visually navigate the campus on a map that features twenty-one unique stops accompanied by a video tour of the location.
 - o The tour received increased viewership during the switch to the remote environment, with potential students seeking alternatives to replace in-person campus visits, which were halted due to Covid-19.
 - o This increase in viewership has continued its upward trend, as potential students grow accustomed to virtual options to explore college resources.
 - o The virtual tour received 13,348 total views during the period, compared to 9,531 views during the Fall of 2020, an increase of 40%.
 - o Impressions for the tour also increased by 50% from 85,645 to 128,264.

Promotions, Publicity & Public Relations

- OCMPA collaborated with New York City and State government agencies, including the Departments of Transportation, Environmental Protection, and Design and Construction, to develop press materials announcing the official opening of the redesigned Clivner=Field Plaza on October 13
 - o OCMPA staffed key elected officials attending the ribbon-cutting event, including New York State Lt. Governor Brian A. Benjamin, New York State Senator Liz Krueger, and Council Member Carlina Rivera who represents Baruch’s neighborhood on the New York City Council.

- To promote this major infrastructure improvement, OCMPA created a multimedia news package, including a Baruch News item, visual assets (video, photography, website and homepage slider graphics), and social media messaging that were amplified on Baruch's and CUNY's communications channels to reach a broad audience of external stakeholders, alumni, students, faculty and staff.
 - Local press, government agencies, and elected officials also promoted the celebratory occasion on their social media and online channels. Coverage includes [“Baruch Pedestrian Plaza in Midtown Opens After Decades of Work”](#) and [“City, Baruch College and Elected Officials Celebrate the Opening of the Clivner=Field Plaza.”](#)
- In early Fall, OCMPA facilitated Baruch's collaboration with the Asian American Business Development Association (AABDC), as well as the Center for an Urban Future, on behalf of President Wu. To deepen the relationship with AABDC, the department initiated conversations between the organization and Baruch's Executives on Campus (EOC) and the Office of Alumni Relations.
 - As a result, EOC will launch an AABDC-branded initiative to recruit mentors from its membership beginning in the Fall '22 semester.
 - This May, Alumni Relations will co-host an Asian Heritage Leadership Panel with the AABDC, featuring President Wu and four Baruch alumni who have been honored by AABDC as among the Top 50 Asian American Business Leaders in 2017-2019.
- OCMPA proactively and successfully pitches CUNY's editorial team to showcase Baruch content and events for its website, university press releases, and e-newsletters that are widely distributed to all CUNY faculty, students, and staff.
- Throughout the semesters, OCMPA works closely with the student newspaper *The Ticker* to foster a positive working relationship with the editorial staff, manage Baruch messaging on topics that could garner unfavorable coverage, and further promote good news about the College. This relationship cultivation has resulted in both balanced and favorable reporting, such as the new Aaronson Student Center and the celebratory opening of the Clivner=Field Plaza.
- OCMPA continually refreshes news content for Baruch's homepage to engage the college community, external stakeholders, prospective students and their families. The College's [News Center](#)—which serves as the repository of all Baruch-generated contact and media placements featuring interviews, bylines, and opinion articles by faculty members—is updated daily during the work week.
- OCMPA continues to develop, produce, and publish a substantial number of shareable content for promotion to internal and external audiences. Baruch-generated stories range from announcing top national rankings, to College initiatives, to faculty and student awards. OCMPA collaborates with the three schools, as well as various units, to prospect for new content. All news is widely publicized on multiple communication channels including Baruch's homepage and News Center, distributed to faculty, staff and students through our This Week@Baruch e-newsletter, shared on the institution's social media channels, and frequently promoted by CUNY.
- Stories created since mid-October 2021 include:

o Baruch College News:

- [New York State's First Doctor of Business Administration Degree Offered by Baruch College](#)
- [Google and Baruch College Partner to Bring Journalism to Underserved NYC High Schools](#)
- [Top Companies Recruit for Talent at Baruch College's Spring 2022 Job and Internship Fair](#)
- [Baruch a Top Choice for Diverse Talent Recruiting](#)
- [Baruch Transforms Post Office Space into New Student Center](#)
- [Baruch's Mishkin Gallery Receives \\$50,000 Fellowship from The Andy Warhol Foundation](#)
- [Baruch College and the Deloitte Foundation to Fund Scholarships for Students Pursuing a Fifth-Year Master's Program in Accounting](#)
- [Baruch College Chief of Staff Kenya Lee named to City & State's "Responsible 100" List](#)
- [Award-winning Author and Poet Ersi Sotiropoulos is New Harman Writer-in-Residence](#)
- [Tony-Award Winning Playwright Brings Live Student Theater Back to Baruch College](#)
- [Baruch College Athletics Scores Successful Fall '21 Return](#)

o Faculty Awards, Recognitions, and News:

- [Distinguished Professor Alison Griffiths Named Fulbright Arctic Chair](#)
- [The Future of Arts Entrepreneurship: A Conversation with Baruch College Provost Linda Essig](#)
- [Professor Stefan Bathe celebrates a milestone in his research group's work at Brookhaven National Laboratory: the installation of a massive superconducting magnet](#)

o Student Fellowships, Scholarships, and Accomplishments:

- [Baruch College Wins First, Second and Fourth Place at Top International Trading Competition](#)
- [Baruch Student Wins Blackstone LaunchPad National Ideas Competition](#)
- [Baruch College Students Win Freeman-ASIA Scholarships](#)
- [Record Number of Baruch Students Present Their Research at Premier Global Conference](#)
- [Baruch College Students Win Gilman Scholarships to Study Abroad](#)
- [Baruch College Students Win Freeman-ASIA Scholarships](#)
- [Baruch MPA Grads Win Prestigious Excelsior Service Fellowships](#)
- [Graduate Students Selected as Presidential Management Fellows](#)
- [Bearcats Celebrate National Girls and Women in Sports Day](#)

o Top Rankings and Recognitions:

- [Baruch Alumni Network is Among the Best for Public Schools in U.S.](#)
- [Baruch College Ranks #1 Nationwide for Social Mobility](#)
- [Baruch Repeats #1 Ranking as Nation's Best Financial Engineering Program](#)

- [Baruch ranks #1 for Best Affordable Mental Health Counseling Degree](#)
- [Baruch Ranks as the Best College for Bachelor's Degree in Industrial/Organizational Psychology](#)
- [Baruch College is #2 in Risk.net's Worldwide Ranking of the Best Quantitative Finance Master's Programs](#)

o **Alumni News:**

- [Baruch College Alumni Chosen for Top City Hall Positions](#)
 - [Baruch College Alumnus Roger Trimble Appointed Managing Director at Morgan Stanley](#)
 - [Baruch College Alum Michael B. Clement Honored as a 2022 AACSB Influential Leader](#)
 - [Alumna's Debut Novel 'Brown Girls' Makes Top Books for 2022 Lists](#)
 - [Baruch College Alumna Chosen for Premier Training Program in NYC Government](#)
 - [Baruch College Alumna Named among the First NYC Housing & Planning Fellows](#)
- Baruch College remains a primary contact for journalists and producers looking for subject matter experts for their news stories. OCMPA works with the schools and units to place Baruch experts in the media, and we continually monitor press coverage obtained by faculty members.
 - o Over the last six months, 125 press placements have appeared in such outlets as [The New York Times](#), [Los Angeles Times](#), [Reuters](#), [NPR](#), [Bloomberg](#), and [NY1 News](#).
 - o Additionally, OCMPA is ramping up PR efforts to pitch faculty expertise and scholarship to media, especially for breaking news and trending stories. In recent weeks, we have pitched subject matter experts (SME) re: the alt-right, the crisis in Ukraine, and President Biden's nomination of Judge Ketanji Brown Jackson to become the 116th Associate Justice of the United States. These efforts resulted in NY1 interviews, and OCMPA will continue to follow-up, produce additional SME media advisories to the press, as well as Baruch College stories.

Public Affairs

With the retirement of Eric Lugo, the long-time director of government and community relations, OCMPA has developed an abbreviated Public Affairs plan for Spring 2022. It includes City and State lobbying efforts for capital; advocacy in Albany to support CUNY's state budget needs; and engagement with our elected representatives. Several of Baruch's reps are included in the market research effort currently underway.

The search for the new Director, Government and Community Relations is in process. A cross-college search committee was formed to include the perspectives and expertise of critical partners, including the Dean's offices, Student Affairs, Alumni Relations, career services and the President's office.

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