

Division of Enrollment Management & Strategic Academic Initiatives
Report to the General Faculty – Spring 2022
Mary Gorman, Vice President

Meet the BOSS! (Baruch One Stop Shop)

Virtual Start

The initial steps to launch our Baruch One Stop Shop (BOSS) began in the spring of 2021. Focused on establishing an online presence, virtual office hours began on May 19, 2021. The virtual BOSS was open two hours a day, Monday-Thursday, for the first eight months of operation. Professional staff from Enrollment Management, Student Affairs, Academic Affairs, and Administration & Finance collaborated to support the effort, acting as triage and content experts addressing student needs. By the start of March 2022, the virtual BOSS had assisted over 6,000 students.

Office Soft Launch

As the college moved toward an increase in in-person services, the team began planning to launch a physical BOSS office. Space was identified on the ground floor of the Newman Vertical Campus, in Room 1-116, near the 25th St entrance. Under the leadership of Enrollment Management, a three-week cross-training module was developed and delivered to provide over 20 hours of content for 25 staff members on various enrollment and student services functions, as well as communicating the office values and operational metrics for the in-person BOSS. Natalie Velasquez Pinela (OVP-EMSAI) and Robert Kunicki (Student Affairs NSFP, formerly OVP EMSAI) deserve special recognition for designing and facilitating this ambitious professional development effort, and Ms. Pinela continues to lend her talents to the day to day operations of the BOSS.

On Wednesday, January 28, 2022 in-person services launched. To increase visibility and introduce our on-campus presence, the BOSS mobile triage tent was placed in the lobby of the NVC. Launch team members in partnership with other welcome week volunteers served as primary points of contact for students, answering inquiries, providing directions and warmly welcoming students to the campus. At peak, the tent interacted with and served 390 students in a single day (1/31). Over the course of eight days, a total of 863 unique students were assisted at the tent and/or directed to the BOSS office. Queries ranged from directional to Covid compliance, advisement, registration, financial aid, and payment issues.

As the month of February continued, the BOSS office assisted roughly 132 students, mainly on registration issues. Because ongoing physical upgrades to the suite required a week's temporary closing, no announcements were made about the BOSS opening and the service operated purely on word of mouth. During this time the virtual BOSS continued to operate, adding an additional hour of service daily to increase accessibility for students. 357 students utilized the service over the first week of the semester. 681 students interacted with the virtual office throughout the month of February. The virtual BOSS continues to be a reliable and accessible resource to the student body.

BOSS Team

The BOSS is composed of over two dozen staff members representing 8 depts college wide: six from the Division of Student Affairs (from Dean of Students, Student Life, and New Student & Family Programs,

and 20 from EMSAI (from OVP, Registrar, Advisement & Orientation, and Financial Aid Services). Staff from Administration & Finance (Bursar) also staff the virtual BOSS.

Currently five team members are assigned to the BOSS (both in-person and virtual) full-time. They include managers Natalie Velazquez Pinela and Sonji Chambers, student service generalist Marilyn Taylor Charles, and financial aid counselors Cynthia Liriano and Shujaat Hussain. The remainder of the staff rotate between BOSS assignments and their home offices.

30-60-90 Day Goals

The BOSS is a values-based team focused on the student experience. The work is grounded in the following values:

Student-Centered Support

- by leading with empathy, actively listening and ensuring our students are seen and heard

Exceptional, resolution-based customer service

- by asking the right questions and pursuing friendly forensic inquiry in our interactions
- by operating with authenticity and providing culturally responsive service

Continuous Learning

- by prioritizing assessment and professional development.

Teamwork

- by building interpersonal trust and respect
- by creating an environment of shared norms and dynamic office culture.

The team aims to embody these values in our daily service and in our goal setting. The leadership is committed to constant evaluation of processes, maintaining flexibility as the initiative grows and offering support for the professional staff who are regularly assigned to the effort as well as those who participate in an ad hoc manner.

To that end, some office goals include, but are not limited to:

30 Day Milestones (Jan 28-February 28)

- Revamp and organized staff schedule to include in-person and virtual assignments for the 15 active team members (*completed*)
- Arrange and run Navigate training (*in progress*)
- Define assessment metrics (*completed*)
- Developed comprehensive communication plan (*completed*)

60 Day Milestones (Jan 28-March 28)

- Begin implementing Navigate (*in progress*)
- Secure CUNYfirst viewing access of Financial Aid, Registration, Advisement and Bursar screens to all team members (*in progress*)
- Schedule professional development offerings for remainder of spring semester
- Arrange Academic Support Services workshop with Tools for Clear Speech, SACC and the Writing Center (*in progress*)

90 Day Milestones (Jan 28-April 28)

- Establish job descriptions for permanent full-time staff
- Pilot email inbox for BOSS
- Pilot phone line for BOSS
- Begin mapping out Life Cycle of a Student project highlighting key milestones for students in every semester within every EM office

Summer 2022

- Identify additional divisional staff for training module, deliver training
- Revisit Service Agreements with home offices
- Search for additional full-time staff, if needed
- Build pipeline for student involvement/support
- Begin the development of on-boarding program for new hires within division, using training materials from launch as well as rotating staff

Communications

We have launched the first ever Baruch-wide student-facing social media account on Instagram, [@BaruchOne](#). This account will highlight items that contribute to our students' success and facilitate seamless student services. This will be one of supports that are put in place to assist the Baruch One Stop Shop (BOSS) in communicating important and timely information via social media.

Undergraduate Advisement & Orientation

Orientation

Our incoming first year and transfer students participated in our virtual orientation. During the Fall 2021 and Spring 2022, the Office of Undergraduate Advisement and Orientation conducted 46 orientation programs. The office also sponsored several pre-orientation programs.

Navigate

Serra Hilaire, Assistant Director of Operations in the Office of Undergraduate Advisement and Orientation, now serves as the App Administrator college-wide for Navigate. In her role she is the primary owner of user activation, roles, permissions, and configurations. In addition, she trains and onboard all new users/departments onto EAB Navigate, triages end user support questions, and keeps up to date with new EAB Navigate features.

All student service units with advising responsibilities are actively using Navigate This includes the Office of Undergraduate Advisement and Orientation; the Percy E. Sutton SEEK Program; Baruch Honors; Marx School of Public and International Affairs undergraduate advising; Zicklin Undergraduate Program Office; and Graduate Advisement Offices in Zicklin, Weissman, and Marx. In addition, Student Life (Student Center space reservation) and Baruch Technology and Computing Center (Computer Lab reservation) are active users. BOSS (Baruch One Stop Shop) and the International Student Service Center will launch shortly. Upcoming trainings and implementation will then roll out to Financial Aid Services, the Study Abroad Office, Success Amplified, and the Black Male Initiative over the remainder of the semester.

Academic Momentum – Fall 2021 – Spring 22

As part of our advisement activities for first year students, the academic advisors taught the curriculum review and academic planning session in FYS 1000 and offered a review of the Three-Semester Planner (part of the Finish in Four Campaign). This work is in support of Baruch's goal of increasing the number of students completing 30 credits per year. Almost 50% of the Fall 2021 first year students (excluding SEEK and Honors) requested a review of their Three-Semester Planner.

In addition to daily academic advisement appointments, events and orientation, the advisement staff continues to work on the 4/5/6 Year Graduation -Academic Momentum Initiative. This work supports Baruch's goal of increasing the graduation rates. The academic advisors reviewed over 3,000 student records to determine the student's ability to graduate in 4, 5 or 6 years and provide the students with the information needed to move them towards graduation.

Events

We continued to sponsor our annual Majors and Minor Fair and the "Is Graduate School in Your Future"-graduate school information session. In November we had 384 attendees at the Majors & Minors Fair and 204 students attended the graduate school information session.

Financial Aid Services

Financial Aid Services has developed an accelerated and robust student file completion campaign, which includes targeted e-mail communications, virtual "Ask Betty" events, and EAB's Navigate platform for targeted text messaging. The "Ask Betty" events have proven to be so successful that they are now offered in conjunction with the Baruch One Stop Shop (BOSS). Each student is provided with a private zoom room, in which s/he discusses her/his concerns with one of our professionals. While Pell eligible recipients selected for verification were the first priority, and are invited to join the "Ask Betty/BOSS" events, joining with the BOSS means any student, regardless of Pell Grant eligibility can enjoy one-on-one virtual advisement. For the award year 21-22 (In-Progress), 1,423 enrolled students (a segment) were selected for verification with 1,318 completing the verification process. Our 92% completion rate not only ranks among one of the highest rates in the CUNY system, but it also highlights the success of our highly sophisticated communication campaign, and the hard work of our dedicated staff.

The office's efforts contribute to the increase in student aid delivery to our neediest population. Approximately 71% of the Free Application for Federal Student Aid (FAFSA) filers are Pell Grant eligible. The chart below shows that there was a 6% increase in Pell Grant recipients during the Fall 21 over the Fall 20 semester. Furthermore, "Book Advances," which are refunds generated to assist students in obtaining their books, supplies, transportation, and meals, increased by 15%. Book Advances are only made possible by the early processing of grants (free aid):

	Fall 2020	Fall 2021	Percentage
Pell Grant Recipients	7,504	7,962	6% up
Book Advances	3,294	3,857	17% up

Baruch College continues to have one of the most successful Federal Work Study (FWS) programs in the CUNY system. As of February 2022, we have placed over 180 students in FWS jobs on and off-campus; this is one of the highest hiring rates among all 4-year CUNY colleges. We continue to work with

supervisors and employers offering remote work, as this allows students who may be hesitant to come on campus, to participate in the program while attending online classes.

In reference to Federal Loans, Baruch's latest Cohort Default Rate (CDR) is 2.2% The CDR, which measures federal student loan repayment activity over a three-year period, is well below the national average of 7.3%, and the lowest of all the four-year CUNY colleges."

Due to the pandemic, the Federal Government released specific student aid to be distributed to the students using different methods. The following chart relates to the funds, which were distributed exclusively by Baruch FAS:

Pandemic Related Student Aid			
	Fall 2020	Fall 2021	Percentage
# of Students	12,903	19,681	52% up
Grant Funding	\$ 7,997,941	\$ 12,653,561	58% up

Undergraduate Recruitment and Admissions

During the Fall and Spring, the Undergraduate Admissions team continued to focus on recruitment and yielding our freshman and transfer class. As a result of the COVID-19 pandemic all of our events for the past two years were conducted virtually. For the 2021 academic year the Admissions Team was able to conduct a total of 180 recruitment and yield events targeting freshman and transfer students.

Recruitment & Yield events:

Virtual Information Sessions: Information Sessions covered the application process, admissions requirements, tuition, housing, and student life via Zoom. These sessions were public events for both Freshman & Transfer students.

Virtual Accepted Student Information Sessions: Information Sessions covered next steps to enroll, Housing, and student life. These sessions were private events for admitted Freshman.

Express to Lex: Freshman Admitted Student Event: Online admitted student reception; Following a greeting from the President/VP, the admissions staff provided information on next steps for enrollment, a presentation from a Baruch Alumnus about their student experience & beyond, and an online resource fair.

Bearcats of Tomorrow: Freshman Diversity Events: Online chat with admissions staff and a panel of diverse student ambassadors to discuss campus life and community at Baruch. This was a Private Event for Admitted Freshman.

Open House: Event open to all prospective students, which includes a greeting from Vice President, an Academic Overview (Dean/Faculty), and online resource fair. Up to 20 breakout room options covering a wide range of topics and services are available to guests. This event is conducted twice a year, once in the Fall and then again in the Spring.

Housing/Out-of-NY State Info Session: Event open to applicants outside of NY State to learn about Baruch housing, as well as general information about life in NYC. This is also an opportunity for the student to check on the status of their application. Public Event (Freshman & Transfer)

Bearcat Fair: An opportunity for prospective students to meet their admission counselor and have their questions answered during this online fair. Students had the ability to navigate breakout rooms and connect with various Baruch departments, clubs, programs, and students. Open to prospective students, parents, and school staff. Public Event (Freshman & Transfer)

College for a Day: Event targeted at prospective freshman. This event provides information about admissions, honors, and academics. Students will break into teams and participate in an engaging college seminar, ending with group activity. Select feeder high schools are invited to participate. Private event for freshman. Offered in the Fall.

The admissions team also managed two Virtual Front Desk's, so that all of our prospective students could meet with the staff and get assistance with the admissions process.

International Applicant Front Desk: For international students to drop in and ask questions. Staff then follows up with students in efforts to complete their application for review.

Admissions Welcome Center Virtual Front Desk: For all prospective students to speak with the admissions staff and get assistance with the admissions process.

SEEK

If you have stopped by the offices recently, you will have noticed that SEEK is in the process of re-vamping and updating its office space to better accommodate students. This long-awaited facelift will accommodate student tutoring activities, advising and mentoring appointments, and better facilitate the community-building that is such an integral part of the SEEL program.

Despite the challenges of the past two years, 36 SEEK students graduated in fall 2021, and 98 SEEK students are expected to graduate in spring 2022.

Recent events include a number of information sessions for prospective 2022 incoming SEEK students, and a SEEK Alumni Professional Networking Panel for first-year students on Thursday, March 8th during club hours. SEEK will also host an Admitted student event on Tuesday, April 12th.

The program will pilot its Accountability Partners Initiative to add another layer of academic support to students. The accountability partners (advanced level tutors) serve as liaisons between supplemental instructors and SEEK counselors and offer strategies for academic success to students by making sure our students are doing what they need to for each of their classes as well as help them come up with solutions to do better in their classes.

SEEK will be celebrating its 50th SEEK Awards Ceremony and Chancellor Matos Rodriguez will be the keynote speaker. This year's Percy E. Sutton SEEK Awards Ceremony is scheduled for Friday, May 12th.

Testing and Evaluation

The Office of Testing and Evaluation administered and implemented Baruch and CUNY-mandated assessment modules and rubrics to evaluate incoming students' academic standards. The goal was to assess all eligible admitted students during each term. We generated data from CUNYfirst, and applied CUNY mandated and Baruch policies and guidelines to 16,618 eligible students, 10,137 freshman and 6,481 transfers. Academic performances were assessed in the areas of Mathematics and English. Mathematics course assessments were completed for 16,618 eligible students. English course assessments were completed for 2,273 eligible students. Assessments were completed for 100% of the students.

The office administered the CUNY and Baruch-mandated Student Course and Faculty Evaluation Program. The goal was to deliver evaluation surveys to all students registered in a course and section for each term. We generated course data from CUNYfirst after the add/drop period had expired. Data were also obtained from the SmartEvals System. We created and launched 98 Student Course and Faculty Evaluation administration cycles. These cycles were used to evaluate 5,855 courses and Instructors. A communication plan utilizing 6 initial and reminder emails were implemented for each administration cycle. Communications were sent to 171,841 course-enrolled students to participate in the evaluation process. This accounts for 100% of the course enrolled population. Students' Response Rates: Independent Units: 62.75%; Marxe School of Public and International Affairs = 51.5%; Weissman School of Arts and Sciences = 48% and Zicklin School of Business = 54.5%.

Housing

This summer, we will move residence halls from 1760 3rd Avenue to the newly renovated Doubletree on 51st St. and Lexington Avenue. At our new location, a large building shared with other local institutions, including Hunter College, we will have 288 beds (doubles and singles) available to Baruch students. Our new website can be found here <https://www.foundstudy.com/baruchresidencelife>. We hope to begin conducting tours by early summer.