

Report to the General Faculty

Division of Enrollment Management & Strategic Academic Initiatives

March 2023

Enrollment

As of March 6, Baruch Spring 2023 Enrollment is as follows:

Overall

- Overall: **18,814**; up about 1% from last year, down about 3% from the all-time spring enrollment high of two years ago.
- Undergraduate: **15,215**; up about 2% from last year, down about 1% from two years ago.
- Graduate: **3599**; down about 5% from last year, down about 11% from two years ago.

New Students

- New Transfers: **912**; down about 16% from last year, down about 35% from two years ago.
- New Frosh: **151**; up about 2% from last year, up about 25% from two years ago.
- New Graduate Students: **429**; down about 26% from last year, down about 37% from two years ago.

Continuing Students

- Continuing Undergraduate: **13,352**; up about 4% from last year, up about 2% from two years ago.
- Continuing Graduate: **3072**; down about 3% from last year, down about 7% from two years ago.

Readmits

- Readmitted Undergraduate: **401**; down about 6% from last year, down about 1% from two years ago.
- Readmitted Graduate: **84**; up about 31% from last year, up about 50% from two years ago.

SEEK

- SEEK: **905**; up about 16% from last year, up about 11% from two years ago.

Baruch One Stop Shop

Celebrating our first full year of service to the Baruch community, the Baruch One Stop Shop (BOSS) team continues to provide resolution-based student support concerning enrollment functions, focusing on undergraduate academic advisement, financial aid, registration support and bursar processes. This fall we assisted over 2,450 students in-person and 3,066 students during our virtual office hours. In our first calendar year of operations (January 2022- January 2023), we have proudly assisted over 14,000 students both in-person and online. Spring '23 engagement shows no signs of slowing down, with 1,040 in-person visits in January and February alone, notably 444 visits during the first week of the semester. This past October our team successfully launched the usage of EAB Navigate for our student intake metrics. The implementation of Navigate has improved the office's record keeping and allows leadership to make better informed operational decisions based on student activity and needs, for both for in-person and virtual visits. Over the next academic year we plan on utilizing more program features and providing training and support for both BOSS staff and staff from partner offices.

Financial Aid Services

The U.S. Department of Education has extended the student loan repayment pause. Student loan payments will resume when the U.S. Department of Education is permitted to implement the Biden debt relief program or court litigation is resolved. Payments will restart 60 days later. If the debt relief program has not been implemented and the litigation has not been resolved by June 30, 2023, payments will resume 60 days after that.

Baruch's cohort default rate is 0.2%, which is based on a very recent release executed by the US Department of Education; the rate measures borrowers who went into repayment between 10/1/2019 - 9/30/2020 (denominator) who defaulted on their loans between 10/1/2019 - 9/30/2022 (numerator). Official rates will be released in September.

Federal Student Loan Data

- **Undergraduate Data**
 - 1,852 Subsidized Loan Recipients
 - \$6,790,720 total Subsidized Loan Disbursements
 - 1,498 Unsubsidized Loan Recipients
 - \$5,528,263 Unsubsidized Loan Disbursements
 - 89 Parent PLUS Recipients
 - \$ 1,592,310 Parent PLUS Disbursements
- **Graduate Data**
 - 971 Unsubsidized Loan Recipients
 - \$ 14,250,031 total Unsubsidized Loan Disbursements
 - 73 Graduate PLUS Recipients
 - \$ 1,490,068 Graduate PLUS Disbursements

The financial aid environment is going to change drastically starting summer 23 (the start of the 23-24 award year); for example, the FAFSA Simplification Act makes significant changes to the way Pell Grant eligibility is determined, to the [federal methodology formula](#), and in [other](#) areas like cost of attendance, professional judgment (PJ), and more. Furthermore, there is an imminent change that will affect financial aid professionals starting mid-March (new year processing activation), so we need to train all staff members in specific "Verify My FAFSA" documentation treatment.

Campus Logic

CUNY Central implemented the financial aid document collector called "Campus Logic" (CL). CL is unfortunately not a verification automation tool, so FA administrators are still tasked with reviewing, monitoring, tracking, and processing of verification documentation, which is a lengthy process. With regards to the student experience, CL offers new functionality to the students and parents, but there have been some remaining issues with students/parents accessing the system beyond the two-factor authentication process. Our office continues to evaluate and communicate regarding areas of improvement with CUNY Central.

Federal Work Study

Baruch College continues to have one of the most successful Federal Work Study (FWS) programs in CUNY. As of February 2023, we have placed over 200 students in FWS jobs on-campus, as well as off-campus sites, which is a 1.2% increase from last year. We have continued to work with supervisors and

employers to ensure that at least some of the job locations offer remote work, allowing students who still may be hesitant to come on campus to earn income from home while attending online classes.

Fall 2021 Federal Student Aid General Data

- 80% of enrolled undergraduate students filed a 2021-2022 FAFSA.
 - 36% are first to attend college in their family.
 - 27% of those have a family income less than \$20K.
 - 58% of those have a family income less than \$40K.
 - 69% of those received Federal Pell Grant
 - \$45,866,480.98 in Federal Pell Grant disbursed.
 - 52% of those received TAP.
 - \$29,998,153.49 in TAP funds disbursed.
 - 37% of those received scholarships.

Spring 2022 and 2023 Book Advances Comparison

- Spring 2022: 4,260
- Spring 2023: 4,553
 - 6% increase year-over-year

Scholarships

For award year 2022- 2023, our office has allocated and approved approximately \$3.9M in Baruch scholarships. This number is expected to reach 4M. FAS continues to work closely with the Bursar Office and has approved \$722K in external scholarships. This funding is expected to exceed last year's. There are 186 scholars enrolled in the Baruch and Dean's Scholar Program, respectively.

Table 1 & 2. Baruch Scholarships allocated and processed for Award Years 2021-2022 and 2022-2023

Aid Year	Term		Amount
2021-2022	Fall	\$	1,645,465.62
	Spring	\$	2,016,956.95
	Summer	\$	18,862.30
2021-2022 Total		\$	3,681,284.87
2022-2023	Fall	\$	2,011,168.12
	Spring	\$	1,842,547.37
	Summer	\$	11,461.40
2022-2023 Total		\$	3,865,176.89
Grand Total		\$	7,546,461.76

Table 3– External scholarships received and processed for Award Years 2021-2022 and 2022-2023

Aid Year	Item Type	Descr	Amount	Δ from previous year
2021-2022	986000219000	External Scholarship 1	\$ 921,723.93	
2021-2022 Total			\$ 921,723.93	

2022-2023 (IP)	986000219000	External Scholarship	1	\$ 722,331.62	\$ (199,392.31)
2022-2023 Total				\$ 722,331.62	\$ (199,392.31)
Grand Total				\$ 1,644,055.55	

Table 4. Total number of Scholars and Macaulay students

Group Name	Count of Empl ID
BSCH	57
DSCH	132
MHC	342
Grand Total	531

TAP Checklist E-mails & Impact

For several years, Financial Aid Services has delivered targeted communications to students who have not completed the NYS TAP application. For the Fall semester, these communications have helped generate over \$334,000 in state aid, with 235 students having completed the TAP application after being prompted to do so by the FAS e-mail.

Fall 2022 TAP E-mail

Total: 235
Viewed: 187 (79.57%)
Not Viewed: 48 (20.43%)

Fall TAP Total: \$334, 844.49
Average Per Student: \$ 1,424.84

The Office of Undergraduate Advisement and Orientation

The staff in the Office of Undergraduate Advisement and Orientation (UAO) provides comprehensive academic advisement and coaching to undergraduates. The staff provides programming that integrates best practices to support increased retention and graduation rates. The department also delivers a combination of in-person and virtual new student orientation programs to over 6,000 students each year. During the **Fall 2022** semester the staff successfully completed the following:

Program Planning/Academic Momentum:

- Baruch Academic Planner – *One page customized degree planner*. The staff completed **3,070** Baruch Academic Planners (BAP) for students (during an advisement appointment).
- FYS 1000 – *Academic Advisement week*. Almost 60% of the first year-first semester students submitted their three-semester planner “homework” assignment. The advisement staff reviewed and replied to **1, 243** students who submitted a three-semester planner. The planner is the student’s advisement and course planning guide for their first three semesters at Baruch.
- 4/5/6 Time to Degree project – *Extension of the Finish in Four Project*

- For the 2017 and 2018 entering class cohorts, the staff reviewed **3,002** student records and reached out to **764** of these students. The goal is for the students to finish by their 6th year.

Academic Advising Appointments:

- The academic advisors provided **5,224** long term planning sessions (30 minutes).
- The academic advisors provided **2,564** quick planning sessions (15 minutes).

Academic Advisement in the BOSS:

- **562** students were advised by an academic advisor in the BOSS.

UAO sponsored events:

- October 13, 2022 - **Is Graduate School in Your Future**
 - Representatives from Baruch's Graduation Admission Offices, the Pre-Law Advisor and the Office of Financial Aid provided students with information on admission to graduate school and information on how to pay for school. This was a virtual event. **276** students attended the program.
- November 3, 2022 - **Majors/Minors Fair**
 - Faculty members from each major and minor were represented at the fair. Representatives from the Starr Career Center and the CUNY BA program also attended the fair. The event also featured the Baruch Bearcat! **606** students attended this in-person event.

Peer Advising and Peer Mentoring:

- Bearcat Peer Advisors
 - The Peer Advising Program launched this fall semester. Our four peer advisors work primarily with our first-year students. The peers met with **278** students. The student feedback was 100% positive.
- Dean's Scholars (DS) Peer Mentoring Program
 - The goal of the Peer Mentoring program is to increase the Dean's Scholars mentees' engagement, awareness of Baruch resources, and encourage Bearcat pride. It is also used to foster communication and leadership skills for DS Peer Mentors. During the Fall 2022 semester, four DS Peer Mentors were assigned 10-11 Peer mentees. The Peer Mentors also sponsored two events: "Meet & Greet" & "Get Ready for Finals"
- Other Dean's Scholars Events:
 - September 8, 2022 - Welcome Event for the new incoming Dean's Scholars.
 - November 10, 2022 - Learn about CUNY Startups 101. **96** Dean's Scholars students attended this event.

Orientation:

Our new student orientation program is designed to welcome and help incoming students transition to Baruch. For our incoming Fall 2022 students the UAO conducted:

- **19** virtual Transfer orientation programs with 1, 796 attendees. The program includes group and individual advisement sessions.

- **12** virtual First Year orientation programs with 2, 212 attendees. The program includes a group advisement session, block assignment and registration.

We also offered an on campus experience for our first year students. Summer 2023 was the first year a two day orientation program was offered to incoming first year students. The program included a welcome program and college readiness workshop led by the Office of Undergraduate Advisement & Orientation (UAO) and New Students & Family Programs (NSFP) and a campus tour. Students received a welcome packet, a Baruch t-shirt and received their student ID card.

Registration Campaigns (Academic Momentum):

- Through Navigate the UAO launched several enrollment campaigns encouraging students to both register for classes and consider enrolling in at least 15 credits.

Retention:

- Group workshops were held for students on probation and coded as eligible to continue (pre-academic probation).
- Outreach and advisement/coaching sessions for students identified in these categories:
 - o Three time repeat
 - o Multiple W/D/F grades
 - o Academic probation
 - o Eligible to continue
 - o Flagged through the Early Alert

Other activities:

- Participated in the 2022 Transfer Student Week. The week featured “Ask the Advisor” Student Resource Fair, student led social events and recruitment fair.
- Maintained caseloads and provided targeted programs and outreach to Dream Scholars and Early College Initiative students.
- Student Success Newsletter and Dream Scholar Newsletter
- In Gear Program (students reinstated by the Joint Committee on Academic Standing)

Office of Testing and Evaluation

Baruch Mathematics Placement Examination New Initiative:

The Office of Testing and Evaluation is in the process of implementing the Baruch Mathematics Placement Examination effective for fall 2023 incoming students. Baruch College Department of Mathematics requires all incoming students (first year and transfer) to complete the examination prior to orientation and registration. The result of the examination will be used as part of a multi-measure criteria to determine readiness for various math courses offered at Baruch. The examination consists of two parts and includes multiple choice and free-response questions. The time allowed for part 1 is 60 minutes, and part 2 is 30 minutes. (Total time: 90 minutes).

Subjects covered on the exam include arithmetic, simplifying algebraic expressions, equations and inequalities, properties and graphs of functions, exponents and polynomials, factoring, rational expressions, rational exponents and radicals, quadratic equations and functions, exponential and logarithmic functions, and trigonometry. The Department of Mathematics does not permit the use of a calculator unless approved by Student Disability Services.

ISSC

The International Student Service Center (ISSC) offered in-person and virtual orientation sessions for the incoming undergraduate and graduate students during the months of August 2022 and January 2023. We welcomed a total of 653 students with an Initial Form I-20 as follows:

Fall 2022:

- Undergraduate: 173 students
- Graduate: 304 students

Spring 2023:

- Undergraduate: 78
- Graduate: 98

We also welcomed and provided the mandated regulatory information to a total of 82 J-1 non-degree exchange students, being 23 students from France participating in the non-degree Zicklin Executive Programs and 59 non-degree exchange students at the undergraduate and graduate level.

Orientations

Our orientations were successful and the in-person sessions were especially energetic and vibrant. The students, faculty and administrators who participated were excited to meet in-person after two years of only virtual events. At the new international student orientations, our students learn about the immigration regulations they need to abide to stay legally healthy in the U.S. in addition to all of the Baruch's services available to them to achieve academic success, a smooth transition and integration into the U.S. culture and values.

Programming

In addition to promoting academic success, leadership, support, and enhancement of the Baruch experience for international students and scholars attending Baruch College, part of our mission is to serve as a dedicated educational and social catalyst to diverse student population and to support one of the College's strategic plan goal. To that end, we foster events that bring our Baruch community together and facilitate dialogue and the exchange of culture.

- **Celebration of the U.S. international Education Week** in collaboration with EMSAI, Student Affairs, Baruch Library, Alumni Relations, the Weissman Center for International Business, National and Prestigious Fellowships Advising office, Conversation Partners, and the Office of Human Resources.
- **Immigration Workshops**
Each academic semester, the ISSC offers a robust schedule of immigration workshops to inform our students about employment benefits under F-1 and J-1 status (On-Campus, CPT, Academic Training, Standard OPT and STEM OPT extension). Other sessions include financial literacy, a customized applying for graduation workshop, taxes and three information sessions per semester conducted by recognized immigration attorneys to discuss the options available after the completion of studies.
- **Career Nights and Job Search** info sessions customized for graduate and undergraduate international students.

Technology

The use of technology has allowed us to extend the traditional workshop hours and to have a prolonged Q&A session.

- **Virtual Immigration Workshops and Updated Regulatory Info Sessions:** It allows us to provide attendees with a copy of the recording which they can refer to as needed.
- **Virtual Front Desk:** Although professional advisors provide in person counseling from Monday through Friday, we continue assisting students through the Virtual Front Desk three days a week to accommodate students who cannot access the campus.
- **Navigate:** Used a communication platform to inform students of upcoming events.

Office of the Registrar

The Office of the Registrar assisted in enrolling 18,815 students for the Spring 2023 term. This included 15,216 undergraduate and 3,599 graduate students.

The Office of the Registrar, in concert with the schools, scheduled over 2,624 sections for the Spring 2023 term.

Baruch graduated 1,630 students after the Fall 2022 term.

The Office of the Registrar is continually working with Central on upgrades to DegreeWorks, Schedule Builder, CourseDog, and the implementation of a new learning management system.

Percy E. Sutton SEEK Program

- 43 SEEK students graduated in fall 2022
- 133 SEEK students expected to graduate in spring 2023
- SEEK began hosting its information sessions for prospective 2023 incoming SEEK students
- SEEK is co-sponsoring with NABA and the Accounting Department an event entitled; Demystifying Accounting: Be Prepared & SEE Possibilities on March 16th
- SEEK will host 2 Admitted SEEK events on March 16th and April 26th
- SEEK will celebrating its 51st SEEK Awards Ceremony on Friday, May 5th