

**Report to the Baruch College Faculty
Office of Communications, Marketing, and Public Affairs
Spring 2023**

This report is an overview of activities across OCMPA (institutional and leadership communications, web development, social media, marketing, multimedia production and virtual events, public affairs, and government relations) for August 2022- January 2023.

DEPARTMENT LEADERSHIP

Wendy Steinberg was hired in February 2023 to serve as Vice President of the Office of Communications, Marketing, and Public Affairs. Ms. Steinberg brings over twenty years of experience to this role, most recently in non-profit healthcare at the Hebrew Home at Riverdale.

I. INSTITUTIONAL AND LEADERSHIP COMMUNICATIONS

A new modernized suite of digital templates—reflecting the template style created for the President and Provost—was created and implemented for broadcast emails during this timeframe, with the first distribution using a template from the new suite sent on January 5, 2023. In total, 11 digital message templates were modernized (in alphabetical order): Baruch News Flash; BCTC Alert; BCTC Update; Campus Announcement; Campus Operations Notice; Diversity News; Message from the Dean of Students; Message from the Office of Administration and Finance; Message from the Office of Diversity, Compliance, and Equity Initiatives; Message from the Office of Human Resources; and Updates from the Office of Sponsored Programs and Research (SPAR). Additionally, digital footers were standardized across the suite.

As a companion project, OCMPA's Communications team and Design Studio partnered on a complete redesign and rebranding of the College's weekly e-news. In this timeframe, 15 editions of *This Week @ Baruch* appeared; beginning with the first edition for 2023, *Baruch Weekly* was launched.

Numerous interdepartmental collaborations informed and supported the below efforts:

- **Digital Campus Screens**: This collaborative effort between comms, design, and BCTC resulted in numerous new and engaging campus screens, including: Welcome, Bearcats; Latinx Heritage Month; Princeton Review and *U.S. News & World Report* rankings; Tools for Clear Speech; Mishkin Gallery and New Media Artspace exhibitions (videos); Public Safety Holiday Food Drive; and President Wu's Holiday video. With our BCTC partners, the campus screens rotation is updated, at a minimum, once every month and often more frequently.
- **Provost's Communications**: In collaboration with a team from the Office of the Provost, OCMPA's communications team ideated, designed, and finalized templates for two digital Provost's Office newsletters: *The Provost's Newsletter* and *Academic Affairs Events Calendar*. Both were launched in late August, in advance of the Fall 2022 semester, and have maintained their steady biweekly and weekly schedules, respectively. In addition, comms helped onboard a member of the Provost's Office to provide first-pass editorial and to, when schedules allow, update the Provost's web area with newsletter content. For each edition of *Provost's Newsletter*, comms provides editorial review and finalized editorial, along with distribution to faculty and staff. For the majority of editions, comms has also updated the web area.
- **President's blog**: In this timeframe, President Wu produced four blog posts, for September, October, November, and December. For each post, comms collaborates with the President on editorial review, blog visual(s), creation of a broadcast announcement and homepage slider,

and distribution internally to students, faculty, and staff and externally to alumni. Comms also manages the blog subscriber notifications. Social media is developed to support the blog, which is also amplified on the College homepage and in the College weekly e-news and *Provost's Newsletter*.

- **Leadership Remarks:** In addition to providing logistical support to various College partners, comms worked with President Wu on remarks for the following showcase institutional events: Student Convocation, Faculty Convocation, 17 Lex Society Reception, Changemakers Awards, BMCC-Baruch Business Academy launch.
- **Strategic Planning:** Comms is represented on the College-wide Strategic Planning committee, which is led by the Provost, Chief of Staff, and the consulting group Blue Beyond. In addition to active participation in monthly meetings, comms hosted a multi-departmental listening session and, together with several members from OCMPA, attended the in-person College-wide strategic planning brainstorming session which was held over two days in the fall. Comms also edits and distributes the monthly strategic planning updates.

Broadcast Email Message Development and Execution

From August 2022 through January 2023, 102 messages/evites/alerts were distributed from the following sender accounts. This represents a 79% increase over the number of messages reported for the previous six months (57). Note: Analytics for the messages below (open rates, etc.) were unavailable due to the ongoing complications arising from the M365 transition in May. These challenges continue but progress to get back online with analytics is being made in Spring 2023.

- Message from the President: 23 messages
- *This Week @ Baruch* eNews: 15 editions; *Baruch Weekly* (the rebranded, redesigned College-wide e-newsletter): 2 editions
- Campus Operations Notice: 16 messages
- Baruch College Communications (universal sender account; used for OCMPA-developed evite distributions): 11 messages.
- Provost's Newsletter: 11 editions
- Message from the Provost: 1
- Campus Announcement: 8 messages
- Strategic Plan News and Updates: 5 messages
- HR News/Update: 5 messages
- Diversity News: 2 messages
- BCTC News/Update: 2 messages
- BCTC Alert: 1 message

III. WEB PROPERTIES

As Baruch and CUNY returned to a “new normal” following the Covid-19 pandemic, OCMPA worked with the Office of Administration and Finance as well as BCTC to sunset the Baruch Forward website and migrate still-relevant web assets to the Baruch College homepage site. Most notably, this resulted in a logical title change from “Baruch Forward” to “Covid-19 Information.” Moreover, with the pages now living within the homepage site, its URL now jives with the best practices observed for other Covid-19 hubs (i.e., baruch.cuny.edu/covid19).

Interfolio/Faculty Profiles

Together with OAA and BCTC, OCMPA collaborated on the launch of Baruch's faculty profiles. This project will be a standalone web property that houses faculty profiles from the three schools and independent units (i.e., SEEK, the Library, etc.). OCMPA developed a design mock-up for the main landing page, search results page, and individual faculty profile page as well as mobile designs. The data that is displayed publicly feeds from the Interfolio Faculty 180 module, a platform in which faculty members log and update their information. The anticipated launch of the faculty profiles is Spring 2023.

Strategic Planning Website

In Spring 2022, Baruch College launched its five-year strategic planning effort. OCMPA worked with OAA, the Office of the President, and an outside consultancy (Blue Beyond) to revamp the College's strategic planning web property. Throughout the duration of the strategic planning process, this site will be kept up to date with communications, presentations, opportunities for engagement, and more.

Bearcat Bookstore

With the news that the physical campus bookstore would be closing in December 2022, OCMPA collaborated with OAA, the Office of Administration and Finance, EMSAI, and BCTC on the launch of the fully online Akademos bookstore, which we branded as the Bearcat Bookstore. As part of this effort, a landing page was created within the homepage site (baruch.cuny.edu/booksandmerch). OCMPA worked with Akademos in developing print and digital collateral as well as liaising with Akademos's merchandise vendor for logo usage and approvals.

IV. SOCIAL MEDIA

From August through January, social media resulted in 34,601 referrals to Baruch's website. In November, Zicklin undergraduate Mike Buri Zaruma joined the team as the part-time social media content creator, with responsibilities that include expanding IG and FB reels, native videos, and carousel posts. These efforts have increased growth (followers and engagement) on these platforms according to analytics from Hootsuite and the social networks. IG and FB live are also new additions in post types to make up for prior absence of use.

IG and FB stories have also been revitalized to bolster engagement through interactive graphics, polls, multiple-choice questions, and music. Stories also serve as a tool to cross-promote college news from other Baruch college accounts and accounts outside of Baruch. Some accounts include CUNY, Marx, Weissman, Zicklin, OSL, Admissions, BaruchOne, Athletics, Alumni, Mishkin, Forbes, NYT, WSH, Fulbright, and NY.gov

The College's main TikTok channel went live in early January and is in the early stages of audience growth. Followers are baseline and likes have grown to 100+. TikTok-branded videos are also reposted to IG and FB reels and stories to raise awareness of the TikTok channel. Events covered on the platform include:

- Welcome to Spring 2023
- Welcome to Black History Month
- Public Safety's Valentine's Day treat giveaway
- Study Abroad Fair (first in-person fair since 2019)

Twitter top performing posts:

- Mishkin gallery 2022 highlight recap (2,797 Impressions)
- TAP is available for part-time students (2,635 Impressions)

LinkedIn top performing posts:

- Baruch College 2022 Year-in-Review College Rankings (57,069 Impressions)
- Welcome to spring 2023 (55,563 Impressions)

Instagram top performing posts:

- Welcome to the Spring 2023 semester (10,180 Impressions)
- Baruch College 2022 Year-in-Review College Rankings (9,820 Impressions)

Facebook top performing posts:

- Baruch College 2022 Year-In-Review College Rankings (5,388 Impressions)
- Baruch's MFE program is named #1 in the nation 3 years in a row (4,857 Impressions)

V. MULTIMEDIA PRODUCTION & VIRTUAL EVENT HIGHLIGHTS

- **Virtual Town Hall for Strategic Planning Process:** In October, Baruch hosted a Virtual Town Hall for the Strategic Planning Process. The event was offered in two sessions and saw a total of nearly 500 attendees representing members of Baruch's faculty and staff.
- OCMPA produced a total of 25 original videos in Fall of 2022
 - ***"Welcome to the Fall Semester"***, a message from President Wu was produced to welcome the Baruch community back at the start of the fall semester and has received over 1,000 views and over 9,000 impressions.
 - Another video released at the start of the semester highlights the launch of the **Black and Latino Studies degree major** at Baruch, receiving over 500 views and nearly 9,000 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 distribution.
- OCMPA continued its partnership 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.
 - 20 new videos were produced as part of this season's campaign.
 - These have thus far garnered nearly 6,000 total views, over 100 shares and nearly 40,000 impressions.
 - The series maintains nearly 60% audience retention rate.

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 28,442 in the Fall 2022.
- Average view duration reached 1:19, with an Audience Retention Rate of 52%.

- The channel added 130 new subscribers in the Fall of 2022. The channel currently has over 3,000 subscribers.
- Total impressions reached 303,738 with an impression click-through rate of 5%.

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.

- The virtual tour received 10,707 total views during the Fall of 2022.
- The tour received over 100,000 impressions, with a click-through rate of 7%.
- In the Spring of 2022, in partnership with EMSAI and BCTC, the effort to update the tour to reflect updates to the campus. Ten new or revised tour videos will be added to the tour through the Fall of 2022 and Spring 2023
- The first new tour video, Baruch: Our Campus, was published in January and has already received nearly 1,000 views and 6,000 impressions. It has become the college’s top performing video since its debut.
 - The new virtual tour entry has also seen an impression clickthrough rate of 13%.

VI. PROMOTIONS, PUBLICITY & PUBLIC RELATIONS

- OCMPA facilitated three high-profile media opportunities for President Wu—ABC News, *City & State* magazine, and Spectrum News NY1—that elevated his leadership profile and promoted Baruch College’s value proposition of excellent academics and value.
 - In October, President Wu was interviewed for a [nationally broadcast segment on ABC](#) by Washington-based correspondent Devin Dwyer on campus diversity and the collegiate promise of economic mobility, pegged to the Supreme Court affirmative action cases that were being heard in the fall.
 - The interview was aired on *Good Morning America*, which is ranked as America’s No.1 morning newscast in all key target markets with an average of 3.2 million viewers, ABC News Live PRIME programs shown on streaming video channels, as well as featured on the [network’s website](#) that garners more than 42 million unique visits a month.
 - At an awards reception on January 31, President Wu was honored as one of ten Lifetime Achievement Honorees by premier media company City & State for its annual “[50 Over 50 List](#)” that “offers well-deserved accolades for leaders who have amassed a long list of accomplishments over the course of their entire careers.”
 - President Wu was selected for the cover of a special issue of [City & State magazine](#), which has a print circulation of 25,000, to celebrate the awardees.
 - The “50 Over 50 list was also promoted on City & State’s “First Read” that reaches more than 30,000 subscribers each day, including influential leaders in

federal, state, and local government and government affairs executives in the business community.

- City & State’s website, which receives more than 275,000 unique visits per month, also featured the story.
 - Immediately following this recognition, Spectrum News NY1’s veteran anchor Pat Kiernan interviewed President Wu for a live segment on his show [“Mornings on 1”](#)—reaching 2.1 million homes, representing 4.5 million viewers.
- OCMPA worked with *The New York Times* national sports writer and a metro reporter for a feature story—[“The \(Real\) Team at the Center of a Santos Tale”](#)—that highlighted the grit, drive, and spirit of Baruch’s men’s volleyball team members, both on the court and in life.
 - The January 26 article made the news outlet’s front page of the print edition and was a top placement on its website that has more than 43 million unique visitors per month.
 - The story was widely publicized and picked up by other media outlets and on social media:
 - Approximately 700 unique articles, blog posts, or writeups between January 25-February 28 were triggered by the *Times* story.
 - Total unique visitors per month across these articles totaled 1.6 billion, with an estimated publicity value of \$1.9 million.
- In collaboration with Baruch’s Master of Financial Engineering program, OCMPA helped manage a feature in Bloomberg: [“School of Quant: At \\$29,000, a Public NYC College Outclasses Princeton.”](#)
 - Bloomberg.com garners nearly 68 million unique visits per month.
 - According to the article, “New York’s Baruch College offers a no-frills financial engineering course that’s feeding some of the world’s most elite global trading firms” and is “building a pipeline to Wall Street that rivals those at many richer, more prestigious institutions.”
- OCMPA is proactively engaging with the American Talent Initiative (ATI)—a Bloomberg Philanthropies-supported collaboration between the Aspen Institute’s College Excellence Program, Ithaca S+R, and a growing alliance of colleges and universities to collaborate on PR opportunities.
 - With OCMPA’s assistance, ATI is producing a video interview with President Wu on the topic of “Trust in Higher Education” that will be posted to its website in March and featured in its e-newsletter reaching more than 80,000 subscribers.
 - Background: In October, Baruch College was invited to join [ATI’s national alliance of 131 higher education institutions](#) united in a goal to enroll, support, and graduate 50,000 additional talented, lower-income students by 2025. As an ATI member, Baruch

College is now part of a coalition that includes top-tier institutions across the nation, including the entire Ivy League, leading private institutions such as Caltech, Duke, Stanford, and Lehigh, as well as public institutions such as UCLA, Texas A&M, and George Mason University.

- Working with Baruch’s three Schools, campus units, and departments, OCMPA generated more than 40 Baruch News items from July to January that provided “good news” stories about the College.
 - Content was broadly promoted on numerous communications channels, including the homepage, social media, This Week @ Baruch (rebranded as *Baruch Weekly*) distributed to students, faculty, and staff, *Alumni Magazine*, *The Ticker*, Student Life newsletters, and CUNY Communications.
 - Examples of top stories are:
 - [Baruch College is a Top Producer of Fulbright U.S. Students and Scholars](#)
 - [Baruch Professor Wins National Science Foundation CAREER Grant](#)
 - [Mellon Foundation Awards \\$150,000 Grant To Expand Black and Latino Studies Department](#)
 - [Baruch College Earns Top Rankings in 2022](#)
 - [Borough of Manhattan Community College and Baruch College Launch Business Academy to Ensure Academic and Career Success](#)
 - [Baruch College Launches Black and Latino Studies Major](#)
 - [Baruch College Professor Rojo Robles Selected for National Endowment for the Humanities Summer Institute for Higher Education](#)
 - [Baruch College Welcomes Class of 2026](#)
- 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 campus units to place Baruch experts in the media, and we continually monitor press coverage obtained by faculty and staff members.
 - Over the last six months, Baruch has garnered more than 125 press placements in outlets such as *The Wall Street Journal*, *Washington Post*, CBS New York, ABC-7 NY, Spectrum News NY1, *Crain’s New York Business*, *CPA Journal*, *Forbes*, *Smithsonian Magazine*, and *The Chronicle of Higher Education*.

VII. GOVERNMENT AND COMMUNITY RELATIONS

SUMMARY

Since joining the Office of Communications, Marketing and Public Affairs in September 2022, the Director of Government and Community Relations (GCR) has met with key stakeholders in the Baruch community, elected officials, NYC agencies, corporations and community groups. The below is a

summary of these efforts organized into two areas: government relations and community relations/outreach.

Government Relations

Advocacy

Since joining the Baruch community in September 2022, the GCR Director has met with the College's legislative delegation and their staffs over nine meetings, discussing the issues that impact Baruch College, the City University of New York and the students we are privileged to serve.

- As part of the College's New York State advocacy efforts, the GCR Director prepared briefings and scheduled meetings with the President with the College's State legislative delegation, the chairs of the State Assembly and Senate Higher Education committees, and a key member of the Manhattan City Council Budget delegation.
- There is no better illustration of the transformational experience that Baruch College provides than the lived experience of a Baruch student. In partnership with the Office of Student Life and the Undergraduate Student Government, the GCR has coordinated a trip to Albany with a delegation of fifteen students for the 52nd Annual Black, Puerto Rican, Latino and Asian Legislative Conference to advocate for increased funding and support for Baruch and CUNY from February 18-21.

Government Funding

At the request of the President and in collaboration with the Vice Presidents of Administration/Finance and Information Technology and Libraries, we reorganized the manner in which we identify, manage and track incremental capital funding requests.

- This was done in order to identify projects with the largest possible impact to students and to also strategically leverage public funds to secure additional private support.
- Proposals are in the final stages of development and will be submitted well in advance of their deadlines.

Community Relations/Outreach

To date, the GCR Director has met with stakeholders at Flatiron/NoMad BID, Community Board Six, the Madison Park Conservancy, Manhattan Chamber of Commerce, the Association for A Better New York (ABNY) and the Greenwich Village Chelsea of Commerce to reconnect and tie Baruch into the good work being done in these civic organizations.

The Director was an invited guest speaker at the October Community Board 6 meeting, spoke at the Greenwich Village Chelsea Chamber of Commerce annual "Safe City, Safe Streets" luncheon, and was recently invited to join the Board of Directors for the Flatiron/NoMad Business Improvement District.

He was also able to place five Baruch CUNY Spring Forward interns into local business improvement districts and Chambers of Commerce to support their efforts to serve their constituents and expose Baruch students to the inner workings of civic groups and small businesses.

Since joining the Baruch community, the GCR Director has deepened and formed new relationships and partnerships with 18 different companies, nonprofits and city agencies.

- Some examples of these new relationships include Northwell Health, Con Edison, Aon and the Coro Foundation, with whom we are exploring a number of bespoke partnerships to secure professional opportunities for students.
- All of these partners have been tied into various different schools and student support centers as appropriate to embed them more deeply into what Baruch has to offer and to expand the scope of opportunities we offer to our students.

VIII. MARKETING HIGHLIGHTS

In August, the President's Vision Council met with Ologie twice to review the brand strategy and then refine it. Both the brand strategy and an executive presentation deck were delivered to Baruch.

In early December, OCMPA met with President Wu, Chief of Staff Lee, and Joanne Hvala, a member of the President's Vision Council, to discuss the next phase of Ologie work. The team is currently reviewing Ologie's Phase 3 and 4 recommendations. Next step is for the agency to review these recommendations, and for the team to determine which should be implemented.

With the return to in-person events in the Spring, OCMPA produced a full suite of print and digital assets for Commencement and Student Achievement Awards.

The marketing and design teams also created multimedia assets (sliders, social graphics) for a range of institutional efforts, including:

- Harman Writer-in-Residence
- Welcome to the Fall 2022 Semester and Winter 2023
- Rankings (Princeton Review, *U.S. News and World Report*, QuantNET, etc.)
- Black and Latino Studies Major Launch
- Baruch-BMCC Business Academy Launch

In partnership with the Zicklin School, OCMPA collaborated on several enrollment marketing initiatives:

- To support the enrollment efforts for the executive programs, OCMPA produced a slider to promote the executive program open house in November of 2022.
- Revised a new design look for the General Career Management Center (GCMC) report.
- To drive program enrollment and awareness, a slider was designed to prompt application of the executive MBA program.
- Marketing collateral (homepage slider, invite, and social platforms) to promote the inaugural Baruch-wide climate conference to be held in March of 2023.

In partnership with the Marx School, OCMPA collaborated on several enrollment marketing initiatives developed to promote the school's Open Houses.

- To further support enrollment efforts, over the summer, OCMPA created a slider for the Baruch homepage with an Apply Now call to action.

In partnership with the Weissman School, OCMPA collaborated on several enrollment marketing initiatives.

- OCMPA initiated a LinkedIn campaign for the Weissman Executive Masters in Industrial Organizational Psychology (MSIOP) program. The campaign ran from Jan- Feb 2023.

- In addition to the campaign, a Digital Brochure for the Executive MSIOP program was created with the help of the design team.
- Step and repeat banner.

Together with EMSAI, OCMPA developed the Academic momentum-slider for FAFSA and postcard to help navigate student through filling procedures,

With the return to in-person events in the Spring, OCMPA produced a full suite of print and digital assets for Commencement and Student Achievement Awards.

In partnership with Alumni relations, OCMPA collaborated on several marketing initiatives:

- An invitation and banner were designed for Alumni to host their annual Luncheon events.

In partnership with the President's Office, OCMPA collaborated on several institutional and marketing initiatives:

- Produced quarter page magazine ad for City & State's 50 Over Fifty Lifetime Achievement Awards- presented to President David Wu.
- Holiday reception invite, Holiday E card and the Presidents holiday message video and graphics.
- Evites for: Brown Bag lunch with President Wu, Public Safety's Halloween treat giveaway and holiday food drive, Strategic Planning Town Hall
- Slider for the BMCC-Baruch business Academy Launch and signing event.

In January, OCMPA designers and content creators launched an effort to streamline and standardize the approach to sliders on the College's homepage. In addition, comms is working with BCTC to have a tracking code added to sliders so we can better gauge engagement through Google Analytics.

###