

ENROLLMENT MANAGEMENT & STRATEGIC ACADEMIC INITIATIVES FALL 2026

UNDERGRADUATE RECRUITMENT, MARKETING, AND ENROLLMENT OPERATIONS

During Spring and Summer 2026, the Undergraduate Recruitment, Marketing, and Enrollment Operations teams continued to advance Baruch College's enrollment strategy through a coordinated focus on student engagement, process improvement, technology modernization, and cross-divisional collaboration. A major area of emphasis remained the continued implementation, integration, and adoption of Slate, which is transforming the way prospective and admitted students engage with the College throughout the enrollment onboarding lifecycle. Slate has enabled the development of more sophisticated communications, streamlined workflows, enhanced reporting capabilities, and increased coordination across recruitment, admissions, and enrollment functions.

The department supported enrollment goals through a comprehensive yield strategy centered on admitted student engagement and personalized outreach. Admitted Student Days, campus visits, information sessions, and targeted recruitment events provided prospective students and their families with opportunities to connect with the Baruch community and experience the College firsthand. These efforts were supported by an expanded enrollment communications strategy utilizing Slate's automation capabilities to deliver timely email and text campaigns focused on key enrollment milestones and calls to action, helping students navigate the enrollment process and remain engaged through matriculation.

The department also continued to strengthen enrollment operations by refining workflows, enhancing service delivery, and leveraging technology to improve the student experience. Attention was given to revitalizing the Bearcat Ambassador Program to further support recruitment and yield initiatives while enhancing student engagement opportunities. The implementation and expanded use of RingCentral has also improved communication management and service responsiveness across student-facing operations.

Looking ahead, the team remains focused on maximizing the strategic value of Slate through continued workflow optimization, expanded automation, enhanced communications, and data-informed decision-making. These efforts support the College's broader goals of enrollment stability, operational excellence, and student success while positioning Baruch to engage future students more effectively in an increasingly competitive higher education environment.

UNDERGRADUATE ADMISSIONS & COLLEGE NOW

Assessment data and enrollment trends continued to inform admissions planning, student communication, and operational improvements during 2025–2026 and the Fall 2026 admissions cycle. For Fall 2026, Baruch College received **25,625 freshman applications and 6,601 transfer applications**, with enrollment targets of 2,450 freshmen and 1,270 transfers. The College ultimately enrolled **2,452 freshmen and 1,367 transfer students**, for a total entering class of **3,819 students**. A total of 3,750 credit evaluations were processed, including 3,341 completed TRCM evaluations for enrolled students and 150 enrolled students with evaluations pending TRIN completion. Admissions also implemented the new **Early Decision Macaulay Honors College (EDMHC) application**, resulting in 25 students admitted and enrolled through the new process, in addition to 89 students admitted and enrolled through the regular Macaulay Honors process.

A significant operational initiative was the implementation of **Slate** as the College's new CRM platform. The transition has strengthened the College's ability to use assessment and real-time student data to inform outreach, monitor progress, and identify opportunities for intervention. Slate expanded the ways in which Undergraduate Admissions could communicate with students, including the addition of text messaging alongside email. This was particularly valuable during critical enrollment periods, when timely and targeted communication was necessary to ensure students received important information and remained engaged in the enrollment process.

Assessment data also informed targeted enrollment strategies. In response to enrollment trends and the need to meet the Fall 2026 freshman enrollment target, the admissions response deadline was extended to June 30. Slate enabled targeted outreach to admitted students during this extended decision period, allowing Admissions to communicate directly with students and encourage them to review and act on their admission offers. This enhanced follow-up contributed to the College enrolling 2,452 freshmen, exceeding the established target of 2,450.

Slate has also improved the efficiency and accuracy of credit evaluation processes. AP scores can now be uploaded directly into the CRM, giving Admissions counselors immediate access to students' AP information and allowing evaluations to be completed more efficiently and accurately. Similarly, automated communications triggered by CUNYFirst coding ensure that students receive timely information throughout the admissions and enrollment process. The Slate admitted student portal further supports student success by providing personalized information regarding outstanding requirements and next steps, increasing transparency and reducing the need for students to navigate enrollment requirements without guidance.

Within **College Now**, the 2025–2026 academic year represented a period of strategic growth and operational transformation. The program served **420 students during Summer and Fall 2025 and 362 students in Spring 2026**, meeting established enrollment targets. Assessment findings demonstrated an **80% course completion** rate across general education courses, while the Summer STEM Research Academy documented gains in students' research skills and academic preparedness.

The implementation of Slate within College Now was informed by a review of the existing application, admissions, document-management, and communication workflows. This assessment identified opportunities to address workflow gaps, improve data accuracy, and strengthen communication with students and school counselors. Redesigned processes centralized applications, communications, enrollment management, and reporting within a more thorough data setup. As a result, College Now has greater capacity to monitor enrollment and engagement in real time and use these data to inform course planning, recruitment, student support, and program assessment. Together, these initiatives demonstrate an ongoing commitment to using assessment data and technology to strengthen student outcomes, improve operational effectiveness, and support continuous improvement across Undergraduate Admissions and College Now.

BARUCH ONE-STOP SHOP (BOSS)

In its fourth year, the Baruch One Stop Shop (BOSS) continued to serve as a centralized student support hub, helping students navigate college systems and access assistance with academic advisement, financial aid, registration, and other enrollment-related services. In Spring 2026, BOSS recorded 2,463 in-person student interactions and 1,505 virtual connections. When inclement weather required the College to pivot to remote learning on the first day of the semester, BOSS partnered with nearly a dozen campus offices to centralize support and respond to 109 student inquiries, maintaining service continuity during an unexpected disruption.

As part of the College's Next Level Student Success initiative, BOSS is evolving to a more cross-functional model with Navigators who help students identify needs, understand processes, resolve common questions, and connect with the right campus expertise. This evolution will strengthen campus partnerships and further establish BOSS as a welcoming, central navigation and resolution hub for students. Along with BOSS's relocation to a new space in the spring, the BOSS will also move organizationally to Academic Affairs, as part of the Learning and Student Success team.

INTERNATIONAL STUDENT SERVICES CENTER

The ISSC continues to provide essential immigration and administrative services that promote academic success, leadership, and the enhancement of the Baruch experience for international students and scholars. We remain steadfast in our commitment to protecting the immigration status of our students while ensuring the institution remains in full regulatory compliance.

The International Student Service Center (ISSC) achieved significant operational milestones this semester, centered on digital transformation and regulatory consolidation. Key highlights include:

- **Technological Innovation & Process Automation:** Successfully leveraged the Slate international student processing system through its peak fall cycle, automating accepted-student communications and I-20 application workflows to significantly reduce manual staff labor. Enhanced the student experience by deploying real-time missing-document checklists and automated weekly orientation reminders, streamlining the overall I-20 lifecycle and improving operational efficiency.
- **Proactive Regulatory Compliance & Leadership:** Initiated a campus-wide initiative in partnership with academic advisors to verify projected program completion dates, successfully executing timely I-20 extensions ahead of impending federal regulatory changes to the Duration of Status (D/S) framework to ensure continuity of student legal status.
- **Strategic Enrollment & Compliance:** Currently managing a total international population of **1,704** students and scholars, alongside rigorous oversight of experiential learning and compliance frameworks under updated 2026 federal guidelines.
- **Enrollment and Orientation:** Conducted comprehensive in-person and virtual orientation programs for newly admitted international students, optimizing engagement and ensuring a smooth cultural and academic transition to campus:
 - **Undergraduate:** 141 students (including Summer SWUFE)
 - **Graduate:** 154 students
 - **Exchange:** 102 students (including 41 non-degree in the executive certificate program)
 - **Total New Arrivals Oriented:** 397 students

Population Statistics & Employment Authorization

Category	Enrollment Count
Active F-1 Status	1,593 <i>(includes 92 in grace period)</i>
J-1 Exchange Students	105 <i>(includes 3 in Academic Training)</i>
J-1 Scholars	6 <i>(includes 1 dependent)</i>
Total International Population	1,704

Experiential Learning (Practical Training):

- **CPT (Curricular Practical Training):** Navigated updated 2026 federal guidance (SEVP clarification requiring practical training to be strictly mandatory for all students in a degree program to graduate, excluding elective- or optional-credit internships). Authorizations dropped sharply to **4 active students**, a significant shift from overseeing **626 students** in practical training last spring. Currently managing 4 authorized CPT students.
- **OPT (Post-Completion Practical Training):** Overseeing 509 students engaged in active employment, which includes 238 students in the STEM OPT Extension.

FINANCIAL AID SERVICES

2026–2027 Program and Operational Updates

Overall Operational Impact

The implementation of significant federal regulatory changes, combined with ongoing technical limitations and the absence of automated processes, has substantially increased the administrative workload of Financial Aid Services. These challenges have affected the office's ability to process and review student documentation in a timely manner, while staff continue to meet federal compliance requirements and provide essential student support.

The increased reliance on manual processing, system workarounds, additional verification, and system-related troubleshooting has required staff to devote significant time and resources to tasks that would otherwise be streamlined through automated processes. The following updates highlight the primary areas affected and the operational challenges currently facing Financial Aid Services.

The One Big Beautiful Bill (OB3) – Impact on Federal Student Aid (FSA)

The One Big Beautiful Bill (OB3) represents a significant overhaul of the Federal Student Aid (FSA) system, with major changes affecting federal student loans, repayment options, and institutional compliance. The following changes took effect July 1, 2026:

- **Graduate students:** \$20,500 annual borrowing limit; \$100,000 aggregate limit.
- **Professional degree students:** \$50,000 annual borrowing limit; \$200,000 aggregate limit.
- **Parent PLUS Loans:** \$20,000 annual borrowing limit and \$65,000 aggregate limit per student.
- **Grad PLUS Loans:** Eliminated for new borrowers beginning July 1, 2026.
- **Enrollment requirements:** Federal loan eligibility is reduced proportionally for students enrolled less than full-time, defined as 12 credits for undergraduate students and 9 credits for graduate/doctoral students.
- **Repayment:** A simplified repayment structure replaces multiple income-driven repayment plans with a single Repayment Assistance Plan (RAP).

These changes have required Financial Aid Services to modify existing procedures and manually review student records to ensure compliance with the new federal requirements.

Federal Loans

As a result of the OB3 changes effective July 1, 2026, CUNY institutions must implement new federal loan requirements. CUNY Central has not yet implemented automated processes to support these requirements. Consequently, Financial Aid Services is manually reviewing federal loan awards and making necessary adjustments to ensure compliance.

As of October 1, Financial Aid Services has manually adjusted federal loan awards for 572 students who are enrolled less than full-time. These manual adjustments have increased the administrative workload of the loan unit and affected the time required to process student awards.

During the 2025–2026 award year, Financial Aid Services disbursed \$5,224,318 in subsidized student loans to 1,309 students and \$19,506,133 in unsubsidized student loans to 2,139 students.

Baruch's official 2023 cohort default rate (CDR) is 0%. This rate represents borrowers who entered repayment between October 1, 2022, and September 30, 2023, and who defaulted between October 1, 2022, and September 30, 2025.

Federal Work-Study (FWS)

At the conclusion of the 2025–2026 award year, more than 270 students were successfully placed in Federal Work-Study positions across on-campus and off-campus sites.

However, ongoing financial constraints within the FWS program may result in reduced funding and fewer available placements during the current academic year. As a result, the number of students who can be awarded and placed in FWS positions may decrease compared with prior years.

2026–2027 Transition to CUNYworks

The planned transition from the current NextGen platform to CUNYworks, originally anticipated during the 2026–2027 award year, is now scheduled for release in late 2027. The transition presents several operational challenges:

- **Open Application Access:** CUNYworks will allow all students to apply for FWS positions, regardless of whether they have been awarded FWS funding. This may create confusion for students and supervisors when students without FWS eligibility apply for available positions.
- **Increased Administrative Burden:** Supervisors and staff responsible for hiring students will need to navigate additional workflow steps and verification processes within the new system. These requirements may increase the administrative time required to process and monitor FWS placements.

Federal Pell Grant and Supplemental Educational Opportunity Grant (SEOG)

During the 2025-2026 award year, the Pell Grant program disbursed \$66,479,297.50 to students with the greatest financial need, representing a \$1,563,262.70 decrease from the prior award year.

Due to reduced funding, SEOG disbursements also decreased by \$86,287.44 from the previous year, bringing total SEOG disbursements to \$947,498.14 during the same period.

2026–2027 ProEducation Solutions (ProEd)

ProEducation Solutions (ProEd) facilitates the secure submission and uploading of required documents, supports electronic signatures, and enhances student communications throughout the financial aid process.

While ProEd provides important technological capabilities, the system does not replace essential program management and development, professional judgment, compliance oversight, dedicated customer service, or the extensive manual review performed by Financial Aid Services staff. All documentation submitted through ProEd will continue to require thorough review by trained Financial Aid Services professionals to ensure accuracy, regulatory compliance, and appropriate student support.

Accordingly, the implementation of a document-management system does not eliminate the staff resources required to evaluate documentation, exercise professional judgment, resolve discrepancies, and communicate with students regarding outstanding requirements.

Scholarships

In FY2026, Baruch College Fund Scholarships served as the primary source of scholarship support, awarding \$4.24 million to 1,437 students across all schools. BCF-funded scholarships represented approximately 80% of total scholarship award dollars, demonstrating Baruch's continued commitment to investing in its students while leveraging external partnerships to expand available resources.

External scholarships provided an additional \$1.04 million to 239 students, complementing BCF awards and expanding the overall reach of scholarship assistance.

Collectively, these funding sources generated \$5.28 million in scholarship assistance during FY2026. This momentum has continued into FY2027, with \$2.6 million in Baruch scholarship awards and \$203,624 in external scholarship support already awarded to date.

FY2026 SCHOLARSHIP IMPACT


\$5.28M
TOTAL SCHOLARSHIP
AWARDS
(Foundation + External)


1,676
STUDENTS SUPPORTED
(across all schools)


\$1,636
AVERAGE AWARD
PER STUDENT


**EVERY SCHOOL
REACHED**
Ensuring equitable access
across the College.

TWO PILLARS OF SUPPORT


**Baruch Foundation
Scholarships**
\$4.24M
AWARDED TO
1,437 STUDENTS

Need-based and merit-based
awards, the primary driver
of the College's scholarship
impact.


External Scholarships
\$1.04M
AWARDED TO
239 STUDENTS

From donors, organizations
and community partners,
expanding the reach of
financial support.

FUNDING DISTRIBUTION (FY2026)



LOOKING AHEAD

FY2027 TO DATE
\$2.6M
in Baruch scholarship awards
\$203,624.43
in external scholarships
for 57 students

*Building on our
momentum. Expanding
opportunity.*

OFFICE OF THE REGISTRAR

2025–2026 Successes

- Improved graduation processing so students are being notified approximately two weeks sooner than in prior years.
- Reorganized parts of the office to better connect registration and records work, clarify responsibilities, and improve response times.
- Expanded the online grade change and WN reversal process in CUNYfirst, giving faculty and approvers a clearer way to track requests.
- Continued emphasizing accurate Verification of Enrollment reporting, which supports student records, billing, and financial aid accuracy.
- Added the option for students to use a preferred first name on their diploma while maintaining required official record standards.
- Began building the Reconnect work into the Registrar's Office to help identify and support former students who may be close to finishing their degree.

Priorities and Goals for 2026

Looking ahead, the office will continue to focus on work that supports students, helps faculty with key academic processes, and improves consistency across the College.

- Roll out a more system-supported process for the three-repeat policy so reviews are more consistent and less manual.
- Continue improving faculty communications around grading, enrollment verification, WN/WU guidance, final exams, and late grade submissions.
- Use enrollment and course-capacity data to support earlier planning conversations with departments and school leadership.

- Support new and expanding academic programs earlier so registration, catalog, DegreeWorks, and graduation needs are addressed before students are impacted.
- Strengthen student record security and access review practices in support of CUNY guidance and Middle States documentation needs.

PERCY ELLIS SUTTON SEEK PROGRAM

Enrollment and Recruitment

SEEK enhanced its recruitment efforts through its collaboration with Undergraduate Admissions, implementation of Slate CRM, targeted outreach, virtual information sessions, and recruitment events. The program enrolled 171 first-year students and 36 transfer students for Fall 2026. SEEK also completed a feeder school analysis and a comprehensive website review.

Student Success and Retention

SEEK counselors conducted over 3,000 counseling and advisement appointments, with nearly 90% of students engaging in services each semester. Close to 90% of SEEK students maintained a cumulative GPA of 2.0 or higher, and the Fall 2019 cohort achieved a 72.6% six-year graduation rate.

To better support students facing academic challenges, SEEK redesigned its Academic Probation process into Academic Notice, introducing structured workshops, monthly check-ins, and earlier interventions.

SEEK continued to expand leadership-development opportunities through the Urban Male Leadership Academy Scholars Program, strengthening engagement and support for participating students.

Engagement, Mentoring, and Career Development

Through Mentor Collective, 213 first-year students were matched with 20 peer mentors, generating more than 650 mentor-mentee conversations. SEEK also hosted 22 programs and events, engaging more than 1,200 students in mentoring, leadership, networking, and career-development opportunities.

Student participation remained strong in programs such as America Needs You, Management Leadership for Tomorrow, Ladders for Leaders, SEO, and other high-impact career initiatives.

Academic Support

SEEK continued to provide tutoring, math support, and supplemental instruction across multiple disciplines. While tutoring participation remained above pre-pandemic levels, increasing attendance, particularly during the spring semester, remains a priority. Winter Math Program participation increased, and the program continues to refine its Math Check-In model to strengthen student outcomes.

Summer Academy

The SEEK Summer Academy continued to provide a strong transition experience for incoming students. Participants reported increased preparedness for college, stronger connections to the Baruch community, and meaningful relationships with peers and mentors.

Upcoming Engagement, Partnerships, and Professional Recognition

SEEK will participate in the Making Strides Against Breast Cancer Walk on October 18th, with first-year students attending alongside members of the SEEK team. Additional fall programming includes the annual Social Impact Panel and First-Generation Day on November 3rd, the annual SEEKsgiving celebration on November 19th, SEEK for a Day on November 20th, and the Designing Your Life Summit on December 11th, grounded in design-thinking principles.

SEEK team members will also represent the program at upcoming conferences. Sasha Pantzialas will present on the Urban Male Leadership Academy Scholars Program at the First-Generation and Low-Income Consortium Conference at Rutgers University on November 18, 2026. Betty Duverger and Brillseny Alvarez will present at the Sharing What Works Conference at John Jay College on October 18th, 2026.

SEEK is continuing its partnership with CARA. During the 2026-2027 academic year, CARA's support will focus on dedicated, classroom-based training for the SEEK peer mentor cohort, with the longer-term goal of building an in-house training infrastructure that SEEK can sustain independently.

Priorities for 2026–2027

- Continue to strengthen recruitment and enrollment strategies.
- Continue to offer proactive advising and case management.
- Increase participation in tutoring and math support programs.
- Enhance peer mentoring, career readiness, and high-impact engagement opportunities.
- Improve operational efficiency through streamlined workflows and technology.
- Continue advancing retention, persistence, graduation, and post-graduate success outcomes.

TESTING AND EVALUATION

New Initiative: Slate Implementation

The Office of Testing and Evaluation is scheduled to implement the Slate CRM for Incoming Student Assessment and Course Placement Programs. This is effective for the spring 2027 term and beyond. The implementation is expected to enhance processes, functionality, and reporting.

- **Student Identification and Prerequisite Information:** Utilize CUNYfirst data and process students who satisfy eligibility conditions.
- **English and Mathematics Course Placements:** Using CUNYfirst data and Departments' Placement Rubrics and Guidelines, Calculate English, and Mathematics Course Placements.
- **Identify Students Test Needs:** Using CUNYfirst data and Placement Rubrics and Guidelines identify student populations that are required to take the Assessment Tests (Accuplacer ESL, Baruch English and Mathematics Placement Tests)
- **Schedule and assign initial appointments:** Initial appointments will be assigned to students who are required to complete the test(s). Students will have the opportunity to reschedule appointments themselves.
- **Communications to students and activity tracking:** Test appointments to students will be delivered via Slate and tracked (delivered, opened, read, action taken).
- **Tests Administrations and Attendance:** Students check-in, test completion, attendance record.
- **Tests Processing:** Test grading, calculation of course placements, and student group assignments on CUNYfirst.
- **Additional System Features and Functions:** To be utilized as applicable to the office operations.

Assessment Plan: 2026-2027 -- Departmental Goal: Implement the Slate Platform to facilitate Incoming Student Assessment and Course Placement Programs.