

OFFICE OF COMMUNICATIONS, MARKETING, AND PUBLIC AFFAIRS
GENERAL FACULTY REPORT FOR FALL 2026

COMMUNICATIONS

Institutional and Leadership Communications

The Communications team continued to develop and distribute Baruch's internal communications, working in partnership with College leaders to share important and time-sensitive messaging, including announcements of key initiatives such as the Baruch AI Leadership initiative, the Next Level Student Success initiative, the Campus Master Plan process, Strategic Plan updates, emergency communications, facilities and technology updates, and campus-wide events and celebrations. From March through August 2026, 151 messages (newsletters, announcements, evites, alerts, etc.) were distributed, primarily from the sender accounts listed below.

- Baruch Weekly: 15
- BCTC: 10
- President's Office: 18
- Provost's Newsletter: 10
- Provost's Office: 11
- HR: 10
- Public Safety: 13

Newsletters

Communications creates the College's signature newsletter, Baruch Weekly, and works directly with Provost Essig and her team to edit and distribute the biweekly Provost's Newsletter.

Campus Projects

Communications supported major campus events and initiatives with digital and print materials, scripts, leadership remarks, website updates, and campus-screen content. Projects from March through August 2026 included:

- Middle States Commission on Higher Education (MSCHE) Self-Study
- Baruch Governance Charter Revision
- Ethics and Compliance Trainings
- Strategic Plan Year Three Recap
- EOC mentoring programs (various)
- Benefits and Wellness Fair
- Campus Facilities Master Plan
- ABB Strategic Funding
- AI Leadership initiative
- Next Level Student Success
- Strategic Plan Midpoint Review
- Domestic Violence Awareness (Denim Day)
- Mental Health Awareness Week
- Campus Climate Conference
- Commencement and Student Achievement Awards
- Student Governance Vote

President Wu

Communications supports President Wu, developing remarks, letters, and other communications. From March through August 2026, the team provided the following:

- All broadcast messaging from the Office of the President
- Remarks for Commencement and Student Achievement Awards
- Remarks for Student Convocation
- Remarks and presentation for Bernard Baruch Dinner
- Letters for Baruch Alumni Magazine for two annual editions

Web Properties

During this period, the Communications team's took on responsibility for website updates and maintenance on Baruch College's [main website](#). The team now makes changes and creates new pages across the site; work that had previously been managed by BCTC. Support for the current website includes:

- Updating homepage copy and hero images; emergency communications website updates
- Work on various school, department, and office pages
- Managing various web properties, including President's web properties
- Creating and maintaining new pages for initiatives and special projects, including the Strategic Plan, Campus Climate Conference, College Governance

Communications continued leading content creation and editing for the website redesign, coordinating with all three schools, College-wide units, and external consultants to finalize content processes, the site map, and governance for the January 2027 launch.

Work included:

- Created original content creation and review process; reshaped process with Independent Femail Consulting.
- Reviewing and editing content for the new Baruch College site
 - Approximately 600 original pages have been pared to approximately 200 through sitemap optimization.
- Working with OCMPA Marketing and BCTC to finalize page design and site navigation, create positive user experience, and ensure content will achieve high rankings in generative AI and traditional search.

SOCIAL MEDIA

In the Spring semester, the social media team led a high engagement Commencement campaign May 1 through June 5, 2026, with over 507k impressions and 6k reactions, making it one of the most successful Commencement campaigns thus far. The team also tapped into high-profile local events like the NBA Finals and the World Cup, resulting in increased visibility for the Baruch College main social media accounts.

The yearlong student ambassador program included student takeovers which were successful in engaging with the current Baruch College student body. Ambassadors shared a day of their life as students, offering advice in response to questions and personal anecdotes on Instagram Stories. The program concluded with the students' research project learnings and recommendations:

- TikTok: With just over 7 videos in the Spring semester, content achieved more than 43k video views and 1.8k likes in total. The ambassador's recommendation was to post more consistently, use trending audio, and use more Point of View (POV) videos.

- **Text**-based platform: The students analyzed how different institutions used Bluesky, X, and Threads. The research finding was that content must be tailored to each platform to achieve optimal results. For example, weather-related posts and questions of the week drove the highest engagement on Threads.

The team also held social media accessibility training for the main College accounts. All account managers attended and workshopped ways to improve accessibility.

MARKETING

Advertising

Baruch Unstoppable 2: The Spring 2026 Baruch Unstoppable 2 campaign exceeded awareness goals across brand-building and graduate recruitment. AudioGo generated more than 3 million impressions, reached 1.25 million listeners, and drove landing-page traffic at a \$13.90 CPM. Targeted Reddit campaigns for select Marxe, Weissman, and Zicklin graduate programs generated nearly 5,800 clicks, achieved click-through rates of approximately 0.66%–0.68%, and became leading traffic sources for promoted program pages, including a 482% year-over-year increase for Weissman’s MA in Strategic Communication page. Together, the efforts demonstrated the value of combining broad awareness with targeted digital recruitment and yielded insights for future enrollment marketing.

Baruch Online: For the Spring 2026 Baruch Online campaign, Marketing produced static and motion social ads supporting keyword search and YouTube efforts. The campaign reached more than 860,000 prospective students in the New York City area, generated 53,000 website visits, including more than 45,000 new visitors, and produced nearly 970 conversions at a \$46.43 cost per acquisition, well below the approximately \$72 industry average. Social media was the top performing channel, driving half of all requests for information and nearly 800 engagements.

Creative optimization work—pausing weaker ads, raising bids on high-value audiences, and tightening keyword and job-title targeting—helped the campaigns improve CTR and efficiency over previous efforts.

Additional Initiatives

- Ongoing design support for the College’s new website.
- Development of a printed program and related collateral for Commencement.
- Continued support for the MSCHE and related accreditation materials.
- Development of branding and marketing assets for the Marxe School's Bachelor's to Accelerated Master's (BAM) programs.
- Ongoing redesign of OCMPA's Reputation Management Toolkit.
- Creative support for College-wide initiatives, including the Strategic Plan Year Three recap and Midpoint Addendum.

MULTIMEDIA PRODUCTION & VIRTUAL EVENT HIGHLIGHTS

OCMPA produced 25 original videos in Spring 2026 to share College news, campus updates, event coverage, and marketing content with internal and external audiences. YouTube remained a primary distribution channel and showed strong growth as OCMPA and campus partners expanded the multimedia library:

- Total views reached 941,133 in the Spring of 2026, more than a 2,000% increase over the Spring of 2025.
 - This increase is a product of the department's efforts with paid YouTube marketing; greatly elevating the channel's presence on the platform and driving a significant increase in channel views.
- The channel added 181 new subscribers in the Spring of 2026, a 115% increase from the previous semester. The channel has over 4,200 total subscribers.
- Total impressions reached 200,000, with an impressions click-through rate of 6.2%, which is a 30% increase from Fall 2025.

OCMPA partnered with colleagues in Student Life, BCTC, the President's Office, and many other community members to produce the broadcast for Baruch's 2026 Commencement.

- The event was live-streamed and has received over 12,000 views, as well as adding over 60 new subscribers, the highest rate of any video for the period.
- The team also produced a Commencement Pre-Show, featuring remarks from Baruch students to their fellow graduates and key messages from the College to the students. This content was also made available after the event and has generated nearly 600 additional views.
- A highlight reel recapping Commencement was produced and shared through Baruch's channels, garnering over 500 additional views on YouTube, and additional views on Baruch's social media channels.

A new multimedia series entitled "Faculty In-Focus" was launched in the Spring of 2025. The series highlights Baruch faculty discussing their exciting new research and its impact on our communities. Three new videos in this series were released in the Spring of 2026 and have thus far garnered nearly 600 views and over 11,000 impressions.

The new multimedia series, "Baruch: Behind the Scenes," was launched to focus on some of the less well-known stories around the community. These short features have spotlighted the student radio station WBMB, the theater club's fall 2025 production and a CUNY-wide dance troupe started by Baruch students.

In partnership with the Provost's Office, OCMPPA produced a Baruch Online advertisement featuring a student who used the online offerings. The video received more than 900,000 views and advanced OCMPPA's use of paid multimedia advertising to support institutional messaging.

In partnership with the Marx School of Public and International Affairs two YouTube ads were created to showcase both the Master of International Affairs and Master of Public Administration programs. The videos have received nearly 1,000 views and over 1,000 impressions.

PROMOTIONS, PUBLICITY & PUBLIC RELATIONS

[Jewish News Syndicate](#); [Cleveland Jewish News](#); [Akron Jewish News](#): Secured coverage of CUNY's Faculty Fellowship on Holocaust Distortion, a first-of-its-kind consortium among Baruch, Hunter, and Queens colleges funded by the Conference on Jewish Material Claims Against Germany. Coverage highlighted Baruch's leadership through the Sandra K. Wasserman Jewish Studies Center. Estimated website audience: 20+ million. (8/26/26)

[Amsterdam News](#): Coordinated media outreach with The Shed, a cultural center in Hudson Yards, to publicize late Professor and historian Johanna Fernandez's Latinx Freedom Movement Archive and Exhibition, a nationwide history initiative. Readership: 72,000+. (7/30/26)

[Univision 41 New York](#): Arranged a Spanish-language interview with Professor Johanna Fernandez at Federal Hall for Univision 41's "America 250" series on the site's historical significance, the nation's founding, and 250 years of American history. The segment aired multiple times in June. Viewership: 900,000. (6/8/26)

[Bisnow](#): Connected reporter with Adjunct Professor Samantha MacBride for a story examining New York City's enforcement of mandatory composting rules. MacBride provided expert commentary on the City's approach to composting fines and the need for greater education and outreach. Estimated audience reach: 203,335. (3/22/26)

[CUNY News](#): Helped arrange an on-campus interview with graduating student Karla Fernandez for CUNY's "From CUNY to Careers: Class of 2026 Secures Jobs Across New York Economy" feature. The story highlighted Fernandez's full-time job offer from the world's leading entertainment, sports, and media firm, Creative Artists Agency, as part of a broader feature on the first graduating class since the launch of the CUNY Beyond initiative. (5/20/26)

[CUNY Launches Financial Literacy Video Series for Students](#): Assisted CUNY's multimedia team for a financial literacy video series featuring Professor Casey Halliley and Baruch students. Nearly 15,000 subscribers on YouTube channel; video garnered more than 700 views. (4/1/26)

PRESIDENT WU: THOUGHT LEADERSHIP

[The Cognitive Edge](#): Facilitated a podcast interview with President S. David Wu focused on artificial intelligence and the future of higher education. (8/26)

Baruch News Items

OCMPA develops and amplifies stories through the Baruch website, Baruch Weekly, social media, and CUNY channels, working with campus partners to highlight student and alumni success, faculty research and grants, and institutional priorities. The full roster is available in the Baruch News Center; highlights include:

- [U.S. News & World Report Ranks Baruch Graduate Programs Among New York's Best](#)
- [TIME Ranks Baruch Among America's Best Colleges](#)
- [Baruch College Named the Nation's No. 1 Public College for Value by Niche](#)
- [Money Names Baruch the Northeast's Only Public Five-Star College](#)
- [Baruch College One of Only 33 U.S. Institutions to Receive Dual Carnegie Recognitions for Opportunity and Research](#)
- [Baruch College Secures \\$400,000 in Federal Funding to Launch its Cyber Security Education Initiative](#)
- [Bernard Baruch Dinner Raises a Record \\$1.96 Million for the Baruch College Fund](#)
- [Baruch Adds Bronx Community College as Sixth Business Academy Partner](#)
- [Starr Career Development Center Wins Multiple Awards in 2026](#)
- [Faculty Across Baruch Present Research at Annual Symposium](#)

- [Baruch Professor Leads DOE-Funded AI Research Project Exploring the Origins of the Universe](#)
- [Baruch Mathematician Receives National Science Foundation CAREER Award](#)
- [Baruch Expo Showcases Student Research Across Disciplines](#)
- [Baruch Student Allyson Poyker Wins a Jeannette K. Watson Fellowship](#)
- [Baruch's Alvi Khan Is First Alumnus Admitted to NIH-Funded MD/PhD Program](#)
- [Baruch Alumna Earns Second Fulbright Award](#)

GOVERNMENT AND COMMUNITY RELATIONS

Government and Community Relations (GCR) advanced Baruch's FY27 priorities by securing public investment, deepening relationships with elected officials and agency partners, and elevating the College's role in public engagement and workforce development. This work advanced Baruch's strategic priorities and generated new opportunities for the institution and its students.

Government Relations

- GCR held more than two dozen meetings with 21 elected officials to advocate for the College's FY 27 priorities, chronicle its recent accomplishments and highlight Baruch's value to New York City and State
- Collaborated with the Office of the New York State Comptroller and the Zicklin School of Business on a proposal for AI programming and training for new hires on the State Comptroller's team.
- Secured \$2.2 million in City Resolution-A funding from the City Council Speaker and CM Epstein for key campus-wide public access infrastructure upgrades.
- With CUNY Central, Baruch hosted two delegations from Senator Kirsten Gillibrand's team to showcase Zicklin, the AI Leadership Initiative, and the research and policy work of the New York Retirement and Disability Research Center and CUNY Institute for Demographic Research.
- Coordinated student advocacy visits for Caucus Weekend and supported SEEK's SOMOS Weekend advocacy trip to Albany, advancing co-curricular and experiential learning.

Community Relations, External Outreach and Partnerships

- Partnered with Baruch Performing Arts Center, Buildings and Grounds, and Public Safety to host the NY1/Gothamist 12th Congressional District Democratic Primary Debate.
- Collaborated with the Zicklin School of Business to plan and execute a Baruch Business Academy signing ceremony with Bronx Community College.
- Welcomed the New York Urban League and New York Power Authority to campus with Starr Career Development Center for a cybersecurity careers event.
- Coordinated with Facilities, BCTC, Procurement, and Public Safety to scope future funding requests and manage incremental capital funding for current and future projects.
- Supported Buildings and Grounds and Public Safety by coordinating with NYC DOT, the Flatiron/NoMad BID, nearby buildings, and Council District 2 on neighborhood quality-of-life issues.