

**Faculty Senate Plenary Meeting  
Minutes of April 3, 2014**

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**MINUTES**

**Senators Attending:** E. Axelrod (Law), C. Bellamy (Soc/Anth), M. Carew (Eco/Fin), A. Croker (S/CIS), S. Dishart (COMM), B. Ferns (S/CIS), K. Frank (ENG), R. Freedman (ZSB), M. Goodman (COMM), K. Guest (Soc/Anth), C. Hessel (Eco/Fin), R. Jain (S/CIS), D. Jones (PolSci), G. Jurkevich (ModLang), C. Kulatilleke (NatSci), A. Levitus (CNSLNG/PSY), T. Main (SPA), T. Martell (Eco/Fin), B. Murphy (HIS), J. O'Keefe Bazzoni (COMM), R. Ormsby (LIB), A. Pearlman (PSY), L. Rath (LIB), M. Seltzer (SPA), M. Stark (SPA), A. Vora (Eco/Fin), J. Weiser (Law), S. Wine (S/CIS), S. Wong (MTH), X. Yin (MGT), R. Yue (S/CIS)

**Senators Absent:** K. Behar (FPA), C. Christoforatu (ENG), W. Finke (ModLang), A. Grein (MKT), S. Johnson (PSY), S. Korenman (SPA), W. McClellan (ENG), M. Ozbilgin (ACC), G. Petersen (Soc/Anth), P. Sethi (MGT)

The meeting was convened at 12:59 p.m. in VC 14-250 by Prof. Terry Martell, Chair of the Faculty Senate.

**I. Approval of Agenda:** The agenda was approved by assent.

**II. Approval of Minutes:** Minutes of March 6, 2014 were approved by assent.

**III. Elections:**

University Faculty Senate (UFS) Election: Baruch's delegation to the UFS can have a second alternate. Prof. Ted Henken (BLS & Soc/Anth) was nominated. His name was forwarded to be elected by the General Faculty Meeting on April 10<sup>th</sup>.

**IV. Report from the Chair** (Prof. Terry Martell)

**Science Fair:** As the UFS chair, Terry co-hosted a science fair for all the colleges in SUNY and CUNY in Albany on April 1. Terry noted that the students exhibited a lot of creativity, intelligence and drive in developing and presenting their projects. The fair was held in the NYS legislature's office building. Terry thanked Prof. Mindy Engle-Friedman (Ombuds / PSYCH) who served as faculty mentor for the Baruch student delegation. The students did a project on sustainability. Baruch's Department of Natural Sciences also had a student delegation at the fair.

**Pathways:** Interim Chancellor William Kelly has made some modifications to the Pathways process. One change will be to have the faculty members serving on the CUNY-wide Pathways committees chosen through college governance processes, beginning with those identified to serve during the 2014-2015 academic year. Terry will be bringing some recommendations for the process for doing this at Baruch.

**Governance:** Terry raised the issue of governance committees at Baruch. The Executive Committee of the Faculty Senate has spent a considerable amount of time looking over the committee structure that underlies Baruch's governance process. In general, the Exec Committee is comfortable with the committee structure outlined in the General Faculty by-laws in that the committees are collaborative and cooperative and contain both faculty and administrators. The problem is that these committees report to the GFM, which meets only once a semester and rarely with a quorum; hence, the governance process falls down because of infrequent reporting and lack of follow-up and response to reports. The Faculty Senate Executive Committee has developed two committees to deal with important issues with more regular monitoring and governance processing. There are two proposed committees: one on Enrollment Management (see [Attachment A](#)) and one on a college-wide undergraduate curriculum committee (see [Attachment B](#)). The proposals have been formulated through discussions with the college's administration. They will provide for a regular process for reporting and discussing these issues. The proposals will be discussed and possibly voted on at the May meeting. Terry asked for people to submit questions and suggestions concerning these two committees.

**Elections:** Elections for the Faculty Senate officers will be held on Thursday, May 8<sup>th</sup>. Terry Martell will not be continuing as chair, and Bill Ferns will not be continuing as secretary. Terry encouraged senators to run to be officers of the Faculty Senate.

#### V. Reports from Vice Chairs: None

#### VI. Report from the President (M. Wallerstein)

**Diversity and Affirmative Action at Baruch:** Because of issues raised by Prof. Arthur Lewin (BLS), Baruch is going to address more vigorously the low number of Latino and African-heritage students at Baruch. The President noted that these are difficult, long-term problems that will take time to address.

I want to take a few moments this afternoon to focus on some of the issues raised at the last meeting. At last month's meeting, Professor Angela Anselmo (SEEK) alluded to the success of Baruch's SEEK program in graduating students from economically and educationally disadvantaged backgrounds. While SEEK does have a great track record, in recent year there have been relatively low numbers of Latino and especially African-American students in that program. The President has asked VP Corpus and Acting SEEK director Kristy Perez to come up with a plan to increase the numbers of students from under-represented groups in SEEK for the Fall 2014 and Fall 2015; Baruch should aspire to have half of the new, entering SEEK students come from these currently under-represented groups by the Fall of 2015 semester. In addition, this effort will expand to overall admissions. This will require a concerted effort on the part of Baruch's admissions operation, the SEEK staff, and the University's Central Office, but it is a very important first step toward continuing to meet our historic mission.

The President noted that Baruch's Affirmative Action plan had been submitted to the university, and will be posted as soon as it is approved by CUNY. One of the key features of this annual report is an analysis of "underutilization" of women and underrepresented minorities among our workforce, i.e., an analysis of the availability of women and minorities in specific disciplines and administrative categories of employees as compared to the actual makeup of our workforce. The president showed a table ([Attachment C](#)) on employment demographics and underutilization that showed that the college needs to bolster its numbers in several disciplines. It is going to require a sustained effort by the faculty and chairs of the departments where we have had historic underutilization to make substantial progress in this area. Baruch needs to re-double its efforts to identify qualified candidates and make sure that those candidates make it on to the search short lists in significantly greater numbers. The President has also asked the provost and the deans to devote greater effort to implementing the Faculty Diversity Strategic Plan (available online at <http://www.baruch.cuny.edu/president/documents/FacultyDiversityStrategicPlan.pdf>), which was created just last year by a faculty committee convened by then Interim Provost John Brenkman and then Chief Diversity Officer (CDO) Mona Jha.

Richard Orbe-Austin, the interim CDO office will sponsor an event on Monday, April 28<sup>th</sup>, on "*Talking (and Not Talking) About Race on Campus*". The session will be led by Dr. Erica Gabrielle Foldy and Dr. Tamara R. Buckley, authors of *The Color Bind: Talking (And Not Talking) About Race at Work*. It will provide an opportunity for faculty and staff to manage difficult dialogues both in the classroom and in the workplace.

The President wanted to make sure that the body was aware of the many other efforts that our Admissions office is making to recruit students of color to the Baruch campus, and asked VP Ben Corpus to review those efforts.

## VII. Report on Admissions Outreach Efforts (B. Corpus, VP, Enrollment Management)

VP Corpus noted that the college administration is aware that the college's diversity, particularly and Latino and Black students, has decreased precipitously in the last twenty years, particularly when Open Admissions at CUNY was ended and the SAT was reinstated as an entrance criteria. Also, the standards of different colleges at CUNY, such as average GPA and testing placement, have moved up several times. In tightening its admissions criteria Baruch has enrolled a student population that is less diverse than it was 15-20 years ago. Baruch is engaging in several ways to recruit more students. The pipeline in the City of New York is challenged; the high school graduation rates of African-American students have been decreasing. As that market contracts, it is competitive to recruit students. About 17000 African-American students took the SAT last year; 96% of those students scored below a 1200 on the SAT, and Baruch's average is currently 1239. In addition, some high schools have weak curricula that make it difficult for students to do well in the placement tests. Baruch's average for the high school GPA is 3.3, which is higher than the national average for all individual ethnic groups; the average GPA for African Americans is 2.4 nationally, for Latinos it is 2.5, for Asians it is 3.0, and 2.9 for Whites. The CUNY application does not provide colleges with information that would enhance a holistic review except for the basic numbers, so Baruch has started asking applicants to submit essays and now letters of recommendation to supplement applications for us to evaluate at the campus; these factors have been missing from CUNY applications.

VP Corpus outlined a number of activities and programs that Baruch College is working with to engage and recruit more Black and Latino students, as well as other NYC students. They are included in [Attachment D](#).

Q& A: Kevin Frank (English) thanked VP Corpus for his report and for the work his office is doing. He asked about the concept of 'expanding the pipeline'; It appears that the current pipelines don't seem to be producing the results that we are after, so expanding those existing pipelines may not be helping. He also noted the VP's comments on declining high school graduations of Black students, and asked whether there was anything Baruch could do to help that. VP Corpus said that some of the programs he mentioned in his report, such as *Opportunity for Student Success* (OSS) and *Academic Promise Program* (APP) are new programs, and hence are new pipelines. Glenn Petersen (Soc/Anth) noted that besides these special programs, it would be good to look initiatives for increasing the diversity in the Honors Programs. Glenn suggested that there be a discussion as to what exactly 'affirmative action' means because the term means different things to different people. Third, Baruch used to have a faculty retention program run by the former Affirmative Action officer Carmen Pedrogo, but that was moved to the Provost's Office under former Provost McCarthy, and since then, the faculty retention program has languished. Last, he thought that it is a mistake for Baruch to base its reputation on the SATs on incoming students rather than on the quality of education it gives students while they are at the college.

Arthur Lewin (BLS) thanked Terry for providing the forum for faculty to raise and continue this discussion. He pointed out that Black and Latino students and faculty are disappearing from the Baruch College campus. He also expressed concern that Baruch's posted 'Sexual Harassment Policy' was out of date and did not specify the coordinator or the members of the "Sexual Harassment Awareness and Intake Committee". There was some discussion as to who were on the committee; it was noted that the President's Office had released a new policy and committee in March. Arthur noted that interim CDO Richard Orbé-Austin has too many responsibilities to handle by himself, and asked that the college expedite hiring an assistant for the CDO. Arthur also noted that, based on the college's own utilization report, Baruch is still heading in the wrong direction in terms of hiring faculty from underrepresented groups, including women. He noted that Blacks and Latinos are about 54% of the NYC population; in 2012, they were about 22% of Baruch's student body; twenty years ago, they were 40% of the student population. The Strategic Plan from 2013-2018 for the college makes no mention of increasing student

diversity at the college, although the plan has Black and Latino students on its cover. Arthur also pointed out that the SAT is not an effective predictor of college success, but it is an effective filter. He last related the story of two students who had been rejected by Baruch, but later recruited by recently-dismissed College Now directory Tony Davis, and both students had high GPAs at Baruch. Arthur noted the irony of Baruch's increasing insularity as the city and the nation grows more diverse. As the faculty becomes more insular and less diverse, it implements admissions and enrollment policies that are in turn more insular and less diverse, and the process continues.

Dr. Latoya Conner (Psychology) teaches as a substitute associate professor in Psych and lots of other titles. She earned her PhD from Columbia University, and trained at Yale and Harvard. She reported that she had applied for a tenure track line in the Psychology Department, but never got an interview. She noted that all those interviewed were four young post-docs with some research but little teaching or professional experience. She pointed out that, if the college is serious about opening its processes to include clearly qualified candidates. She thought that increasing the number of faculty of color would increase the likelihood of students of color to continue in college. Terry asked the Provost to look into this situation to determine what occurred during this recruitment process.

#### **VIII. Report from the Provost (D. Christy)**

**Dean of Zicklin School of Business:** The Provost reported the appointment of Dr. H. Fenwick Huss (<http://www.baruch.cuny.edu/news/FenwickHussDeanofZicklinSchool.htm>) to be the incoming Dean of the Zicklin School of Business. He will start on July 1<sup>st</sup>. Dr. Huss comes from Georgia Tech, which is an institution very similar school to Baruch College.

#### **IX. CUNYFirst (K. Cobb, VP of Administration and Finance)**

**CUNYFirst:** VP Kathy Cobb reported that CUNYFirst has been 'turned on' at Baruch, and the data appears to be there. Students will start accessing their accounts next week. About half of the faculty have claimed their accounts. Bill Ferns noted that the learning tutorials are good, but work much better with Internet Explorer rather than other browsers.

#### **X. Student Evaluations (D. Slavin, Associate Provost)**

**Default Publication Policy:** Dennis Slavin noted that the default policy was to NOT post student evaluations publicly unless the faculty member had given written permission. Last fall the default was changed so that the evaluations are publicly posted unless a faculty member withholds permission to do so. Previously, the average publication rate was about 50%; with that change, the publication rate went up to 89%.

**Online Line Evaluations:** The Committee on Student Evaluations sent out RFPs for online systems, and got nine proposals. They were whittled down to three companies that gave presentations, and one company, GAP Technologies, with a system call SmartEval, was awarded the contract. A pilot was done with the seven week classes in the first half of the semester; the response rate was 59%, which is high for online surveys, with very little outreach. The students raised some issues, and revisions are being made to the instrument and process. The college will attempt to move the online evaluations to the whole college for this semester, but that will depend on how accessible the data is from CUNYFirst. David Jones (PoSci) asked whether the student evaluations can be filled on mobile devices; Dennis said yes. Dennis thanked CIO Arthur Downing for his assistance throughout the process.

#### **XI. Old Business**

**SEEK:** Angela Anselmo (SEEK) provided data about SEEK and UMLA (Urban Male Leadership Academy) admissions and performance, and asked that the data be added to the minutes for the day's meeting ([Attachment E](#)). She noted that the UMLA was specifically designed to bring in Black and Latino students who exhibited characteristics for academic success but did not have good test scores. The

successful performance of the students in the UMLA program would indicate that the SATs are NOT good predictors of academic success and achievement. She asked that the issue of SEEK and UMLA admissions processes be on the agenda as a regular item for the next Faculty Senate Plenary. She also included an outline of the SEEK and UMLA admissions process; there is a myth that the SEEK program has total control over its own admissions, and that is not accurate. She noted that President Wallerstein has recently communicated a renewed commitment and directive to have SEEK to modify its admissions processes. She thanked the President for his leadership on this issue, and the Faculty Senate for providing a forum for this issue.

## **XII. New Business**

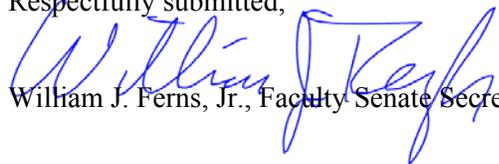
**SAT and the PMP:** Bill Ferns (S/CIS) noted that high SAT scores are a key performance metric in CUNY's Performance Management Process (PMP). He said that this is leading to distortions in the admissions process that create two groups of Baruch students with different academic needs: freshmen admitted with high SAT scores, and transfers with much lower SAT scores. He noted that many of the transfers have the ability to do well in college, but their scores indicate that they have not received the same level of academic preparation. Having two large groups of students with such different levels of academic preparation in the same class is a pedagogical problem for faculty. He suggested that removing the SAT from the PMP process would allow Baruch to enroll a larger freshman class that would be academically better prepared than many of the transfers we have to take later. He said he would be developing a petition to the new chancellor to remove the raising of the SAT from the PMP process; taking the SAT out of the PMP reward structure will change the student body composition in a way that we can deliver a more coherent education to our students.

Richard Orbe-Austin (CDO) noted that he is heartened by the discussions about race, even if they are difficult. His office is in the process of expanding the Affirmative Action Committee and asked that any faculty interested in serving on the committee should contact him directly; he thanked the current members for their service. Richard also noted that his office is forming a Diversity and Inclusion Advisory Council. This council will address issues such as climate and retention at Baruch. Again, he encouraged faculty to contact him if they wish to be involved on this council.

## **XIII. Announcements:**

### **Meeting Adjourned at 2:14 pm**

Respectfully submitted,

  
William J. Ferns, Jr., Faculty Senate Secretary

**Proposal: Amendment to the Baruch College Faculty Senate By-Laws**

**Enrollment Management Committee**

**Charge:** Enrollment Management Committee will participate in the formulation of policy related to graduate and undergraduate enrollment management, including qualifications and numbers of incoming students, the deployment of financial aid resources, and responses to Central Office enrollment management policies. The committee will report at the next available opportunity to the Baruch College Faculty Senate (BCFS) plenary at least once a semester.

**Members:**

- A. The BCFS Vice-Chair for Educational Policy will serve as Chair.
- B. Five additional faculty:
  - 1. The BCFS Vice-Chair for Planning & Finance
  - 2. One additional tenured faculty senator and three other tenured faculty elected by the Baruch College Faculty Senate;
  - 3. Of the six faculty representatives, at least one will be from Zicklin, one from Weissman, and one from SPA. The Executive Committee will make reasonable efforts to include representatives from the Independent Units.
- C. VP for Enrollment Management or designee.
- D. Each of the three School deans or designees.
- E. Registrar or designee.
- F. Provost or designee.
- G. An undergraduate student chosen by the Undergraduate Student Government
- H. A graduate student chosen by the Graduate Student Association

**Proposal: Amendment to the Baruch College Faculty Senate By-Laws**

**College-wide Undergraduate Curriculum Committee**

**Charge:** The College-wide Undergraduate Curriculum Committee will review and approve college-wide curricular matters including the undergraduate core curriculum and curricular mandates imposed by NYS, NYC or CUNY that have a broad impact on College curricula. The committee will report at the next available opportunity to the Baruch College Faculty Senate (BCFS) plenary at least once a semester.

**Members:**

A. School curriculum committee chairs (three):

- If a school has a separate undergraduate curriculum committee, the chair of that committee will be a member;
- If a school does not have separate curriculum committees, the chair of the school curriculum committee will serve as a member;

B. Provost or designee

C. Dean or designee from each of the three schools

D. Two faculty elected by the Faculty Senate from different schools or units;

E. The chair of the committee will be elected by the Faculty Senate Executive Committee from the committee membership.

### **Admissions Process for the Percy E. Sutton SEEK Program**

Students apply to SEEK utilizing the general on-line application to CUNY.

The target number of freshman students who will be admitted to Baruch's SEEK Program each year is determined by an enrollment management team in central office. The enrollment figure is determined utilizing several factors, including budget, graduation, retention rates, etc.

The SAT and GPA admissions requirements for Baruch's SEEK students are set by Baruch's enrollment office, **NOT** by SEEK. These parameters are sent to the University Admissions Processing Center each year.

By state law SEEK students must be educationally and economically disadvantaged. Thus SEEK students **MUST** have GPA's and SAT's lower than the regularly admitted students. In other words, SEEK students would not have been admitted by Baruch under normal circumstances. Their incomes must not exceed strict economic guidelines. Most of our students receive full PELL and TAP plus a SEEK stipend for books.

University Admissions Processing Center sends Baruch Admissions the "allocated" list of students who have been accepted into SEEK following the academic guidelines provided by Baruch. These lists come in phases, usually between the end of January and beginning of April, indicating the order in which the students have applied.

Admissions sends phase lists to SEEK and sends letters to the students informing them that they have been conditionally admitted to the SEEK Program pending verification of their economic eligibility. Once the student presents tax returns, etc. to the Financial Aid Office, he/she is certified as eligible.

SEEK invites these students to an information session where we explain that attendance at the SEEK summer program is mandatory, explain the rules for receiving benefits and highlight the advantages of Baruch College and SEEK.

### **Admissions Process for UMLA**

With regard to setting enrollment figures for UMLA freshmen, we had envisioned a class of 20 to 25 students each year according to the original and subsequent proposals that were approved by the Office of Student Affairs and Office of Special Programs.

It should be remembered that UMLA students are SEEK students. They must qualify both educationally and academically for the Program as all other SEEK Students. The admissions process is more complicated because of the small pool of Black and Latino males in the SEEK phase sent to us by Admissions/enrollment. We first reach out to all those Black and Latino males who have been accepted into SEEK and invite them to participate in the UMLA. If interested students must submit 2 letters of recommendation, write 4 short essays and be interviewed. Because the pool of males is small we have to expand our traditional admissions and recruitment process. This includes outreaching to males who applied to Baruch, were rejected because they did not meet the academic admissions requirements and had not applied for SEEK. Those who qualify economically are then invited to apply for the UMLA. See below for a more comprehensive view of the admission and recruitment process.

- Meet with Baruch's admissions and enrollment team<sup>1</sup> to discuss purpose and possible admission models into SEEK's UMLA Program for prospective black and Latino males.
- Based on approved RFPs, make requests to Baruch's admissions and enrollment team to identify and make list of self-identified black and Latino males who applied to Baruch, may qualify for the SEEK program but were not accepted into Baruch.
- Partner with College Now and Admissions team to cosponsor recruitment and outreach events such as SEEK for a Day for potential SEEK UMLA students.
- Visit partner high schools such as Murry Bergtraum to outreach and recruit potential SEEK UMLA students.
- Visit community-based organizations such as Harlem Children's Zone.

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<sup>1</sup> Baruch College's Undergraduate Admissions and Enrollment Management

## ATTACHMENT E (Continues)

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- Current UMLA students visit their previous high schools and share their experience in the SEEK and UMLA program as well at Baruch College.
- Obtain allocation lists from Baruch's admissions/enrollment team with self-identified Black and Latino males applicants to Baruch College and may be eligible for the SEEK program.
- Obtain the rejection list from the admissions/enrollment team with self-identified Black and Latino males applicants to Baruch College and may be eligible for the SEEK program.
- UMLA Program Director contacts prospective UMLA SEEK students from both allocation and rejection lists via telephone and email.
- Prospective UMLA students must complete a separate application, write 4 short essays, be interviewed by program director and current UMLA students and submit two recommendation letters.
- UMLA Program Director notifies candidates of their acceptance or non-acceptance into the UMLA Program.
- Accepted UMLA students enter Baruch College in the summer prior to their first fall semester with the general SEEK student population and participate in the SEEK Summer Experience as well as weekly Saturday UMLA workshops.