Provost and Senior Vice President for Academic Affairs

Leadership Profile

2020-2021
Executive Summary

Bernard M. Baruch College (Baruch) of The City University of New York (CUNY), renowned for its distinctive pairing of academic excellence and social mobility, invites nominations and applications for an outstanding educator-scholar and accomplished administrative leader to serve as its next provost and senior vice president for academic affairs.

This will be the first new appointment to the president's senior leadership team for S. David Wu, whose tenure as Baruch's eighth president began on July 1, 2020. The new provost will serve as an essential partner to President Wu in shaping and advancing the institution's strategic priorities and in directing the day-to-day operations of the College. As Baruch’s chief academic officer, the provost will drive academic innovation and lead with inclusive vigor, collaborating with deans, faculty, staff, and students to build upon the College's exciting momentum, attending to a number of key imperatives including: achieving results in hiring, developing, and retaining a diverse, exceptional faculty; elevating the College's research excellence; driving innovation and interdisciplinary collaboration; streamlining academic operations; advancing student success; nurturing Baruch's shared governance model; and establishing modalities for future instruction.

The College's three schools – the Austin W. Marxe School of Public and International Affairs, the George and Mildred Weissman School of Arts and Sciences, and the Zicklin School of Business – together educate more than 19,500 students and serve as the College's academic core. Zicklin is the largest accredited collegiate school of business in the United States and enrolls over 70% of Baruch’s majors; Weissman offers more than 40 vibrant areas of study and teaches most of Baruch’s undergraduate students; and Marxe is widely recognized in the areas of municipal government, nonprofit leadership, and educational administration.

One of the country's top-performing colleges for its role as a catalyst for students to move up the academic and economic ladder and regarded as one of the crown jewels of the CUNY system, Baruch has carried on a rich tradition of academic excellence, accessibility, and upward mobility for students from every corner of the New York metropolitan region and around the world. The Manhattan-based school is ranked among the region's and nation's top colleges by U.S. News & World Report, Forbes, Princeton Review, and others. Considered a national model for driving academic and economic success, the College was recently ranked No. 1 best-value public college in the nation by the Wall Street Journal/Times Higher Education, No. 1 "Best Colleges for Business Majors" in U.S. by Money Magazine, and No. 1 in social mobility by CollegeNet, Inc. and The Chronicle of Higher Education.

Candidates must bring a distinguished record of achievement and senior leadership experience. The successful applicant will have strong academic experience, an earned doctoral degree and scholarship, or professional experience sufficient to qualify for an appointment at the level of full professor with tenure. The next provost will express a passion for Baruch's mission and understand the important academic as well as socioeconomic roles the College plays in its communities. Strong entrepreneurial spirit, persistence tempered by imagination, a deeply collaborative and transparent approach to leadership, a record of supporting and enhancing research and creative output among faculty, and the skills required to promote specialized and interdisciplinary strength among schools, along with a firm understanding of emerging needs and trends in higher education in order to advance strategic priorities, will be
distinguishing assets. Exceptional leadership, communication, and execution skills are essential for success, as is financial acumen, the ability to foster a culture of mutual trust and respect, and a record of impact along multiple dimensions of inclusion, diversity, equity, and access.

Baruch College has retained WittKieffer, a global executive search firm, to assist in this search. All applications, inquiries, and nominations should be directed to the search firm as indicated at the end of this document.
Role of the Provost

The provost and senior vice president, as chief academic officer of the institution, is first and foremost a scholar educator who sets high yet attainable standards for pedagogy, scholarship, and collaboration; fosters curricular development and innovation; and empowers a superb faculty to go beyond the dissemination of knowledge to the creation, coalescing, application, and use of new knowledge.

The provost is responsible for all academic, research, and creative work of the College and provides campus leadership to carry out the strategic vision as a national model epitomizing academic excellence and social mobility. The provost promotes a comprehensive and collaborative academic vision across three schools: the Zicklin School of Business, the Weissman School of Arts and Sciences, and the Marxe School of Public and International Affairs. Working with senior leadership of the College, the provost integrates academic priorities into all major campus planning and decision-making including student services, research infrastructure and support, facilities planning, information technology, resource allocation, and fundraising. Also within the provost's responsibilities are the Offices of Continuing and Professional Studies, Sponsored Programs and Research, Assessment, Accreditation and Institutional Effectiveness, the Honors Program, the Center for Teaching and Learning, Tools for Clear Speech, Student Academic Consulting Center, Adjunct Faculty Services, the Writing Center, and the Bernard Schwartz Communication Institute. The provost builds strong relationships and communicates effectively with the Baruch faculty.

The provost reports to President S. David Wu, Ph.D., serves as a member of the President's Cabinet, and works in close collaboration with other senior administrators, faculty, students, and staff of the College and external constituencies. The provost serves as the College's liaison to the Office of Executive Vice Chancellor and University Provost of the City University of New York (CUNY). The provost provides regular reports to the president and is responsible for carrying out his vision for the institution.

Specific duties of the provost include:

- **Exercising strong academic administrative leadership** with primary responsibility to plan, develop, and administer all aspects of the College's programs, activities, personnel, and budget in the instructional and academic support areas including promoting multi-disciplinary and cross-school collaboration and advancing the College's research profile;

- **Providing leadership in maintaining the highest academic standards** and working closely with academic deans, program directors, faculty, staff, and student leaders to provide high-quality educational programs and services consistent with the College's mission; and

- **Representing the College** with appropriate external agencies and organizations regarding academic and research programs, representing the College’s interests within and to CUNY, and representing the College externally with the city, state, and federal agencies as appropriate.
Opportunities and Expectations for Leadership

This is an exciting time for Baruch. In Dr. Wu’s early months as president, he shared with the community his aim to "challenge higher education isomorphism – the gravitational pull toward status quo and stagnation, rather than change and innovation – and expand Baruch's national reach." As such, President Wu has begun to assess and shape the implementation of the 2018-23 strategic plan, with a focus on continued academic excellence through curricular innovation, enhanced student success through integrated services, increased support for faculty research, and elevated equity, diversity, and inclusion throughout the College.

Serving as an essential partner to the president and leading academic affairs into a period of increased strength and effectiveness, the new provost will attend to a number of key strategic imperatives, presented here in no particular order:

- **Provide campus leadership to realize the president's vision**
  President Wu seeks a partner that has the focus and attention on details of campus affairs and on necessary coordination with the CUNY system in carrying out academic missions of the College; who has the energy, organization, and focus to execute and to facilitate the effectiveness and success of the President's Cabinet. The provost is the senior officer in charge in the absence of the president and who, at all times, plays an instrumental and convening role across the President's Cabinet, providing direction and support to the student and enrollment functions, and with resource allocation a critical part of the job, to budget and finance.

- **Shape strategic priorities for the academic enterprise**
  In concert with efforts to position Baruch for the future, the first order of business for the new provost will be to develop an academic plan that is aligned with the College's overarching strategic plan, amplifying its strengths and established leadership in urban public higher education. The provost will lead an effort to create a clear and shared vision for the academic enterprise through a comprehensive and inclusive process that benefits from and reflects community-wide participation and out of which will flow school plans that advance the academic elements of the new strategic plan. Any such plan must, of course, be grounded in Baruch's mission, and in these efforts the provost will wish to be particularly attuned to the College's strong tradition of shared governance and collaborative leadership and the delineation of roles and responsibilities as articulated in the faculty handbook.
Streamline academic operations
The provost plays a leading role in both advancing the strategic direction for the College and in overseeing internal operations. At Baruch, a number of legacy processes, policies, and practices can impede success, undermining the ability of faculty and staff to make progress on institutional goals. Cultivating a dynamic and can-do administrative environment that empowers faculty and staff to enhance research, teaching, and service will require creative ways to minimize bureaucratic burden, manual processes, and cumbersome paperwork. With the aim of clearing the way for faculty and staff innovation, the provost will lead an effort to establish clarity, consistency, and reason around policy and processes, and aggressively and proactively assess, redefine, refine, and streamline operational procedures, elevating the essential over the unnecessary. To this end, the provost will benefit from prior experience navigating large and complex organizations and the finesse and poise to recognize what might translate into action; to identify where it is appropriate to advocate for change or to adapt; and the humility to know practices to be preserved and honored.

Champion and create an environment in which research can flourish
Baruch is blessed with high caliber faculty active in creating knowledge through scholarship and research, but the current institutional structure is inadequate in supporting true integration between research and teaching. The provost will be tasked with creating a shared strategic vision for research that is enhanced by an effective infrastructure and support offices. In so doing, the provost will be attentive to establishing clear and accessible means for faculty to compete for research grants, expanding opportunities to increase external funding, and creating additional undergraduate research opportunities to complement Baruch’s outstanding reputation for teaching and learning. Equipped with an awareness of national best practices, the provost will support these efforts through attentiveness, administrative deftness, and strategic resource allocation.

Foster and drive academic innovation
Baruch is recognized as one of the highest quality and most innovative institutions in the nation, and a continued investment in fostering entrepreneurial efforts will be among the new provost’s top priorities. The provost will work collaboratively across the institution to highlight, elevate, celebrate, and promote Baruch’s unique strengths and a progressive mindset in which the community is to stay in the forefront of national best practices. The provost will be invited to think laterally and novelly, to take calculated risks, and to foster a culture where innovative ideas are encouraged and nurtured. The community would value a provost with a record of advancing innovation in a resource constrained...
environment, who is willing to take prudent strategic risks, invests in well thought-out entrepreneurial ventures, and encourages innovation from the ground up.

- **Promote multi-disciplinary and cross-school collaboration**
  The provost will be charged with creating pathways for collaboration across disciplines and schools. By catalyzing relationships among programs and individuals, existing silos will dissipate and creative and relevant new offerings for students will emerge. There is opportunity for the provost to leverage this moment in history to support meaningful collaborations for Baruch students and faculty around current national and global topics such as social justice and climate change.

- **Champion diversity, equity, and inclusion**
  As an institution dedicated to transforming and creating opportunities for one of the most diverse and economically under-served student populations in the country, there is a critical need to advance diversity among the faculty and staff. As senior vice president, the provost assumes accountability for ensuring the College reflects the diversity of the student body and provides a welcoming and affirming environment for all.

  The provost will be an experienced and impactful leader of diversity and inclusion efforts, especially in acting affirmatively around the recruitment and retention of faculty and staff, in curricular planning and design, and in establishing and maintaining College-wide policies and practices that are equitable. The community is highly desirous of a provost who will integrate diversity, equity, and inclusion across and throughout the College, proactively advance cultural competence, achieve real results in diversifying faculty and staff ranks, and celebrate the unique and profound role Baruch plays in impacting the lives of its remarkably diverse student population.

- **Advance student success**
  Baruch's retention rate of 89.1% is notable, as is its six-year graduation rate of 69.9%. Most often when students drop out, it is due to changes in life out of their control. To serve diverse student needs, Baruch strives to create an integrated model for student success. The new provost will be expected to support and advance a vision of helping students develop intellectually, academically, personally, and professionally, affirming values that reflect a holistic approach to student success. The provost will serve as the lynchpin in collaborating and coordinating with student affairs, enrollment, and other stakeholders – including faculty – toward the delivery of a seamless student experience. Evidence of these efforts will be reflected in an active collaboration with and among the student-facing units of the College to ensure a more cohesive and integrated approach; robust experiential learning experiences for students; widespread faculty understanding of resources for students and when and how to make referrals to the many existing supports; and – ultimately – in improved retention and graduation rates for all students.

- **Nurture Baruch’s shared governance model**
  Baruch places a high value on shared governance. It is essential that the provost engage effectively with a sophisticated shared governance system, working collaboratively and with good will with each of the College’s shared governance bodies (including a faculty union), and advancing inclusive decision making and transparency across the entire community, engaging the community in visioning and planning for the future, and communicating about key challenges, opportunities, and decisions. The provost is looked to as a model of good judgment, transparent discernment, and principled
action, called upon to balance with care the interests of all stakeholders while keeping open channels of communication to promote a culture of engagement and trust.

- **Establish models and modalities for instruction into the future**

  The Covid-19 pandemic has forced higher education to reassess education delivery. In response, President Wu has established the Baruch College Task Force for the Future, charged with assessing immediate and longer-term considerations for instructional delivery, and ensuring faculty are empowered to deliver instruction based on pedagogical merit with a comprehensive portfolio of tools to create the best mode of instruction for each course. The Task Force and the provost will entertain the various modes of future instruction, including partially online, hybrid, sliding scale hybrid, and fully online, while considering the areas of instructional and research programs of the College; administrative, technological, and operational functions; admission, enrollment, and student services; facilities, safety, and college services; and financial implications, economic impact, communication, branding, and reputational impact. Serving in collaboration with and as an advocate for the faculty and with union considerations in mind, the provost will establish new norms, resources, and clarity for faculty around the possibilities and options for instruction modalities, and the tools and support that must be made available to faculty so that they may harness these modalities most effectively.

**Professional Qualifications and Personal Qualities**

To fulfill these responsibilities and to lead effectively, the provost should be both academically accomplished and administratively experienced and be a person of the highest integrity and compassion.

The ideal candidate will demonstrate most if not all of the following:
- **Credentials and experience:** An earned doctorate degree or equivalent along with a record of professional accomplishment sufficient to be appointed as a tenured full professor and to provide a foundation for academic leadership of the College including and especially of its superb faculty; an approach to scholarship that is animated by a spirit of discovery; and a successful record of academic leadership at the level of dean, associate provost, provost, or a similar position, working in close partnership with other institutional leaders.

- **Vision and leadership:** A record of academic and administrative service that is marked by integrity, transparency, authenticity, and powerful contributions as a strong, visible, and engaged leader to inspire the community and build consensus around an aspirational vision for the academic program; successful record of recruiting, developing, supporting, and retaining a diverse group of strong leaders and of developing them into successful leadership teams; demonstrated experience building bridges across the institution and creating a culture of mutual trust, respect, and inter-dependence; a willingness to take risks and to develop a culture of risk-taking, and a tolerance for failure as an essential step toward learning and innovation; authentic excitement and optimism about the future of higher education along with expert knowledge of trends and best practices, and the creative insight and experience to serve as a thought leader in the national conversation; and the ability to make community decisions in a clear, timely, and compelling way.

- **Academic administration:** The capacity, willingness, and ideally, experience to promote multi-disciplinary and cross-school collaboration; a thorough understanding of the requirements of a strong and effective research infrastructure; a commitment to both undergraduate and graduate (including doctoral) education; familiarity with academic information technology issues and opportunities; skill in fostering excellence in teaching, scholarship, creative activity, and public and professional service; the ability to make decisions informed by a sophisticated grasp of multiple viewpoints and competing goods, including a thorough understanding of data; demonstrated record of success in building academic programs, recruiting a diverse and talented faculty, developing teaching and scholarship, and fundraising and translating program goals into successful operating plans with realistic budgets; leadership of complex operations including direct oversight of both people and programs; a management style that balances personal accountability with the delegation of authority when necessary for operational efficiency and to build highly productive teams; organizational sophistication and demonstrated success in managing change with an intuitive and empathic approach; ability to use persuasion as well as or in place of positional authority; and effective staff management.

- **Inclusion, diversity, equity, and access:** A record of significant impact along multiple dimensions of inclusion, diversity, equity, and access including a proven commitment to acting affirmatively and to equal opportunity and access in education and employment; the sophisticated understanding of this arena that translates into effective leadership and setting of clear expectations, accountabilities, and results; a commitment to serving the needs of a diverse student body and community, assuring a culture that is welcoming and affirming to those of all races, religions, socio-economic backgrounds, gender identities and expression, sexual orientations, and physical abilities.

- **Execution focus:** An ability and urge to get things done; persistence tempered by imagination; a willingness to roll up one's sleeves and do the work; the capacity to clear away administrative strictures and enable forward movement; a personal and professional agility and nimbleness paired
with positivity, patience, and resilience that aid in seeing avenues of possibility and getting things done.

- **Collaboration:** A profound respect for the views of others; an ability to appreciate and integrate new perspectives; an approach to others that begins with curiosity and kindness; an eagerness to engage with the unfamiliar; the ability to articulate with eloquence an appreciation for both professional education and the arts and sciences, and the value each lends the other; political acumen and diplomacy; genuine interest and skill in working within a strong shared governance environment; faculty union experience a plus.

- **Communication:** Demonstrated commitment to transparency, accountability, and responsiveness and to communicating such; evidence of the ability to communicate effectively and work sensitively with diverse constituencies; ability to listen carefully and to invite and engage all constituencies in collegial discourse in support of the College's fundamental purpose; communication skills and approach that lead to inclusive, collaborative, transparent problem solving; gravitas to represent and act as a spokesperson on behalf of Baruch, especially in the president's absence.

- **Financial sophistication:** Knowledge of and experience in academic financial management; ability to ensure transparency around the generation and allocation of resources; ability to aid the College as well as individual schools in making strategic and informed budget decisions; an appreciation for new and emerging budget models; and the ability and inclination to emerge as a strong institution-wide voice in making financial decisions that assure strategic plans align with the goals of the College.

- **Disciplinary breadth:** Demonstrated ability to understand the broad range of academic areas represented at Baruch at undergraduate, graduate, and professional levels; ability to encourage cross-disciplinary and cross-school collaborations; genuine appreciation for Baruch’s combination of liberal arts and professional education.

- **Other:** A passion for Baruch's mission and student population; an understanding that at the heart of education is the skill of independent thought and curiosity; a genuine enjoyment of students, faculty, and staff along with a delight in their growth and development; self-confidence without self-importance; a sense of humor; and the ability to commit for the longer term (a minimum of five years).
About City University of New York Baruch College

Overview

Baruch College is a dynamic community of scholars and distinguished professionals who educate one of the most diverse student populations in the United States. The College dates back to the founding in 1847 of the Free Academy, the first free public college in the nation, and has carried on a tradition of academic excellence, accessibility, and opportunity for students from every corner of New York City, the metropolitan region, and around the world.

Baruch College is ranked among the region and nation’s top colleges by U.S. News & World Report, Forbes, Princeton Review, and others. Its campus is within easy reach of Wall Street, Midtown, and the global headquarters of major companies and non-profit and cultural organizations, giving students unparalleled internship, career, and networking opportunities. The College’s more than 19,000 students, who speak more than 110 languages and trace their heritage to more than 168 countries, have been repeatedly named one of the most ethnically diverse student bodies in the United States.

Recent achievements include: record-breaking fundraising that has contributed to student scholarship support; improved graduation rates; enhanced academic programs that are seen in the number of students receiving prestigious scholarships and fellowships; campus facilities; and global partnerships.

In its profile of Baruch College, Forbes noted that “According to data gathered in a 2017 study led by Harvard economist Raj Chetty, the NY Times ranked Baruch in the top 10 colleges for economic mobility, meaning its students are among the most likely to move from the bottom fifth of income distribution to the top three-fifths.”

Many of Baruch’s students have gone on to distinguished careers that range from the arts to academia to finance to public service. Many of them regularly come to campus to share their expertise with current students. Baruch is the number one source of talent for Morgan Stanley and boasts 400+ alumni currently working at Morgan Stanley, J. P. Morgan, Citi, EY, Deloitte, and PwC. Alumni include Chair and CEO of Deloitte Lara Abrash, Executive Director of New York Cares Gary Bagley, CEO of Paul Stuart Paulette Garafalo, president of the American Association of State Colleges and Universities Mildred Garcia, New York State Assembly Speaker Carl Heastie, MacArthur fellowship recipient Cristina Jimenez,
Chairman and CEO of The Interpublic Group Michael I. Roth, Chairman Emeritus and Founder of Simon Property Group Herbert Simon, and Chief Executive Officer of Virgin Atlantic Shai Weiss.

The campus is located near Gramercy Park, in the vibrant Park Avenue South section of Manhattan, within easy reach of Wall Street and Midtown. The College’s prime location provides a valuable service: Students are within easy reach of the global headquarters of major companies and non-profits, giving them unparalleled internship, career, and networking opportunities they wouldn’t have elsewhere. Students can gaze into their future by simply going outside and looking at the skyscrapers that serve as an oasis of opportunity.

Baruch is an educational powerhouse, boasting 30 undergraduate majors, 60 minors, and 57 graduate-level, and five doctoral specializations. The growing athletics program now hosts 13 varsity NCAA Division III sports teams, including the CUNY Athletic Conference title-winning baseball team, which recently reached the NCAA Tournament for the first time in program history.

A Point of Inflection

With a new president, S. David Wu Ph.D., and an identity and characteristics that stand out from the norms in higher education and that have never been more relevant, Baruch is at an exciting point of inflection.

Over the past decade, the College has experienced an era of historic growth in its facilities, degree offerings, global reach, and student support services. It has earned strong recognition in regional and national rankings, as well as praise in the media for providing excellent academics at an affordable price. Baruch's success in this arena is central to President Wu’s thinking about the College as both a private good – one that advances its students' personal and career success – and a public good, creating much needed social change, innovation, and economic prosperity for New York City and for the world.

As Baruch moves forward into a new era, Dr. Wu's aim is to challenge higher education isomorphism – the gravitational pull toward status quo and stagnation rather than change and innovation – and expand Baruch's national reach. The College already offers a rare amalgam of academic achievement and upward mobility for diverse students from all echelons of society. With national rankings and accolades affirming what is now a distinctive and important
niche, Baruch is emerging as a new archetype for higher education: institutions that insist on academic excellence at the highest level while concurrently expanding their base to support historically underserved students in such a rigorous intellectual environment.

As Baruch continues to develop new and responsive models for teaching, research, student services, and campus safety in response to the Covid-19 pandemic, President Wu established the Task Force for the Future to harness lessons learned from the pandemic and draw on Baruch's signature creativity and innovation to lead a paradigm shift in public higher education.

Baruch College at a Glance

- More than 19,000 students
- More than 110 languages spoken
- More than 168 countries represented on campus
- 30 undergraduate majors
- 60 undergraduate minors
- 57 graduate-level specializations
- 5 doctoral specializations
- 13 varsity NCAA Division III sports teams on campus

Mission

Baruch College provides an inclusive, transformational education in the arts and sciences, business, and public and international affairs to students from New York and around the world and creates new knowledge through scholarship and research.

A Baruch education is a financially accessible and powerful catalyst for the social, cultural, and economic mobility of students and a strong foundation for lifelong learning and community impact. The College’s distinguished undergraduate and graduate academic programs offer extraordinary value; its diverse and outstanding faculty and staff are themselves lifelong learners, who continue to develop their expertise as teachers and administrators, augment their success as scholars and practitioners, and exercise their talent as creators of art and facilitators of student success.

Academic Excellence and Social Mobility

Baruch College is steadily rising in its national rankings and accolades, reaffirming what is now a distinctive niche – a rare amalgam of academic achievement and upward mobility for diverse students from all echelons of society. In 2020, the Wall Street Journal/Times Higher Education ranked the College No. 1 best-value public college in the nation. CNBC ranked Baruch No. 2 best public institution in the nation for return on investment. Money Magazine ranks Baruch No. 1 Best Colleges for Business Majors in the nation. U.S. News & World Report consistently rank Baruch’s MBA and MPA programs No. 1 in New York City among public institutions, along with several other distinctive graduate programs at the Zicklin School of Business and Marxe School of Public and International Affairs. While these rankings clearly show how Baruch competes favorably with those from the most prestigious institutions across the U.S., what it does not show is the fact that a majority of Baruch students are from historically underserved population in higher education.
Baruch is nationally recognized for supporting the social mobility of students from low-income backgrounds. For the sixth year in a row, CollegeNET ranked Baruch No. 1 out of more than 1,400 U.S. colleges on its annual Social Mobility Index, which analyzes how effectively institutions “enroll students from low-income backgrounds and graduate them into well-paying jobs.” Brookings Institution ranks Baruch No. 1 among four-year public colleges nationwide as Engine of Economic Mobility. The Chronicle of Higher Education also listed Baruch No. 1 for social mobility among four-year public institutions. The Education Trust has recognized Baruch as a “standout institution” for graduating Pell Grant (low-income) students at a rate 18% higher than the national average.

**Diversity**

Baruch College is proud to have been recognized as the most ethnically diverse campus in the nation by both *U.S. News & World Report* and the *Princeton Review* more times than any other college in the United States. The Baruch community is a true reflection of its location in the heart of New York City. Many of Baruch’s students, faculty, and staff are drawn to the College because of its multiculturalism.

**Global Strategic Initiatives**

In its landmark *Global Strategic Plan 2015–2019*, Baruch College articulated its goal to become a more international campus. As the world has become increasingly globalized, Baruch has sought to build on its intrinsic diversity so students become more international and inclusive and better prepared for the world that awaits them. The College’s goal is to have 15% of its undergraduates benefit from an international experience during their time at Baruch. To achieve this, the College is:

- Developing and enhancing academic programs focused on international affairs.
- Cultivating more opportunities for students to study or work abroad.
- Expanding internships and experiential learning programs with the global companies and international organizations that are in New York City.
- Recruiting highly competitive international students to study at Baruch.
- Supporting faculty in their quest for international grants and collaborative research with university partners abroad.

- Encouraging students to pursue international scholarship and fellowship opportunities such as Fulbright, Gilman, Critical Language, Boren, Schwartzman Scholars, and others.

- Hosting cultural and international events on campus such as China @ Baruch and Brazil @ Baruch.

- Connecting with Baruch’s vast alumni network around the world.

Baruch’s commitment to globalization is intended to impact every aspect of the College community as well as the world at large.

**Resources and Financial Planning**

The College’s 2020–21 annual operating budget is over $200 million, mostly funded through New York State tax-levy appropriations and student tuition. Effective fall 2020, tuition is $6,930 per year for full-time undergraduate students who are residents of New York. During the past academic year, the faculty received over $6.7 million in external grants.

Over the past five years, the fundraising efforts of the Baruch College Fund have exceeded $110 million in contributions. The Baruch Means Business fundraising campaign closed in 2013 with a total of $157 million in new gifts, pledges, and bequests – $7 million over the stated goal. In fall 2016, Baruch received a $30 million gift to endow and name the Austin W. Marxe School of Public and International Affairs. It was the largest single gift ever to Baruch College, and it tied for the second-largest donation in CUNY’s history.

Baruch has greatly increased the number of endowed spaces, programs, and departments, including, among others, the Narendra Paul Loomba Department of Management, the Allen G. Aaronson Department of Marketing and International Business, the Sandra Kahn Wasserman Jewish Studies Center (JSC), the William Newman Directorship of the Jewish Studies Center, the Ruth Printz O’Hara Professorship in Holocaust Studies, the Allen G. and Mary E. Aaronson Student Center, the Marvin Schwartz Student Excellence Fund, the Hagedorn Scholarships Internships Fund in the Marxe School of Public and International Affairs, the Paul H. Chook Department of Information Systems and Statistics, the Shelly and Donald Rubin Museum of Art Fund, and Clivner=Field Pedestrian Plaza.

**Faculty and Staff**

Baruch faculty are among the most distinguished and most widely known in their fields. They combine outstanding academic credentials with significant real-world experience. The College employs 500 full-time faculty, of whom 93% hold a doctorate or the university equivalent. The number of adjunct faculty is over 600. Full-time faculty teach both entry-level and advanced courses and serve as advisors to student organizations and pre-professional programs. The student-to-faculty ratio for undergraduates is 18:1. Adjunct faculty are typically drawn from New York City’s business and professional ranks. Faculty members are regularly recognized with fellowships, grants, and awards from many notable foundations and public agencies. Professional and full- and part-time support staff total more than 1,350.
Academics

Baruch College offers 30 undergraduate majors, 60 undergraduate minors, and 57 graduate-level and five doctoral specializations. The College confers the B.B.A., B.A., B.S.P.A., and B.S. degrees at the undergraduate level and the M.B.A., M.S., M.P.A., M.I.A., M.S.Ed., M.A., Executive M.B.A., Executive M.S. in finance, Executive M.P.A. on the graduate level, and Executive M.S. in Human Resources and M.S. Information Systems. The College also houses the City University’s Ph.D. in business and in industrial/organizational psychology, and offers joint programs leading to the J.D./M.B.A. in conjunction with Brooklyn Law School and New York Law School. In addition, some of these programs are offered jointly with global partners.

Schools

The Austin W. Marxe School of Public and International Affairs offers B.S.P.A., a NASPAA-accredited M.P.A., and Executive M.P.A., M.I.A., and M.S. in Education degrees while serving as a research engine for governmental and nonprofit entities at the local, state, and national levels.

The George and Mildred Weissman School of Arts and Sciences has more than 50 areas of study that blend rigorous theory with practical experience. Degrees include the B.A., B.S., M.A., M.S., and Ph.D.

The Zicklin School of Business has renowned faculty experts across the business spectrum and acclaimed AACSB-accredited programs leading to B.B.A., M.B.A., M.S., Executive M.B.A. and M.S., D.P.S., and Ph.D. degrees.
Interdisciplinary Centers and Institutes

- Baruch College Survey Research
- Baruch Performing Arts Center (BPAC)
- Bernard L. Schwartz Communication Institute
- CCI-Corporate Communication International
- Center for Nonprofit Strategy and Management
- Center for Teaching and Learning
- Center for Equality, Pluralism and Policy
- CUNY Institute for Demographic Research
- Graduate Career Management Center
- International Student Service Center
- Lawrence N. Field Center for Entrepreneurship
- New York Confucius Institute for Global Finance
- New York Federal Statistical Research Data Center
- Robert A. Schwartz Center for Trading and Financial Markets Research
- Robert Zicklin Center for Corporate Integrity
- Sandra Kahn Wasserman Jewish Studies Center (JSC)
- Starr Career Development Center
- Steven L. Newman Real Estate Institute
- Wasserman Trading Floor/Subotnick Financial Services Center
- Weissman Center for International Business

Students and Campus Life

Baruch has long been a gateway to economic opportunity for historically underserved students. Building on that legacy, the College has increasingly been praised for supporting the social mobility of low-income and students of color. Over 40% of Baruch’s students come from households with an annual income of $40,000 or less, and the vast majority of all Baruch students – 85% – graduate with no federal student loan debt. Moreover, the average early career salary for graduates is over $53,000.

Baruch’s total enrollment is approximately 19,900 students (roughly 15,900 undergraduate and 4,000 graduate). The student population is very diverse with 30% Asian or Pacific Islander, 24% Latinx, 9% Black, and 12% international students. Almost 49% of the student body is female. Among the total population, 39% are the first in their family to attend college. Baruch’s reputation for providing a competitive education at a highly affordable
price draws outstanding students to the College: the average SAT score for regularly admitted incoming freshmen is 1295, and the average high school GPA is 88.4.

For fall 2020, the College received 24,733 applications, admitted 9,945, and enrolled 2,053 first time freshmen. An additional 1,810 undergraduates transferred to Baruch, accounting for almost 47% of the 3,863 total new undergraduates coming to the College that semester. Just over half of Baruch undergraduates arrive as transfers. The one-year retention rate is 89.1% and the six-year graduation rate is 69.9%. The most popular undergraduate majors are Accounting, Finance, Marketing, Business Communication, Computer Information Systems, and Management.

With over 130 student organizations, Baruch’s diverse campus offers a rich co-curricular life. The Newman Vertical Campus is (normally) home to all of Baruch’s student organizations. Covering nearly an entire square block between Lexington and Third Avenues and 24th and 25th Streets, the 800,000-square-foot structure houses more than 100 high-technology classrooms and research facilities; faculty and administrative offices; executive conference facilities; a three-level Athletics and Recreation Complex; an expanded student activities center; the Baruch Performing Arts Center, which comprises the Rose Nagelberg Theatre and Engelman Recital Hall; a 500-seat auditorium; a television studio; a food court; and a new campus bookstore. The Newman Vertical Campus has been honored by the American Institute of Architects with the highest award it offers to an individual building. For students interested in the arts, the Sidney Mishkin Gallery offers year-round exhibitions. Additionally, Baruch has 13 NCAA III varsity teams.
Leadership

S. David Wu, Ph.D. was appointed Baruch College’s eighth president on February 3, 2020. He was selected by a unanimous vote of the Board of Trustees of The City University of New York following a nationwide search, becoming the first Asian American to lead a CUNY college. He began his tenure on July 1.

Dr. Wu brings to Baruch a track record of bold and visionary higher education leadership. From 2014 until his appointment at Baruch, he served as provost and executive vice president of George Mason University. Under his leadership, Virginia’s largest public research university experienced historic growth in innovative academic programs, embraced multi-disciplinary collaboration, and increased student diversity and academic outcomes. Mason also emerged as a top-tier national research institution – the youngest to earn Carnegie research-one (R1) designation.

For more than a decade prior to Mason, Dr. Wu was dean and Iacocca Professor of the Rossin College of Engineering and Applied Science at Lehigh University where he had been a member of the faculty since 1987. He was also a visiting professor at the University of Pennsylvania and at the Hong Kong University of Science and Technology. He has served as a long-term member of the board of Dartmouth College’s Thayer School of Engineering in addition to various national and international panels and advisory boards, including with the National Science Foundation (NSF), the Science Foundation of Ireland, the Research Grant Council of Hong Kong, and the Science & Engineering Research Council of Singapore.

Dr. Wu holds M.S. and Ph.D. degrees from Pennsylvania State University. An accomplished scholar in systems engineering and operations research, he has published extensively in areas such as game theory, optimization, and econometrics. His research has been supported by the NSF, the Department of Defense, and Sandia National Laboratories. He has served as Principal Investigator (PI) or Co-PI on more than $7.5 million of competitively awarded research grants. Dr. Wu’s field work in data science and statistical leading indicators has been implemented or tested at firms such as Intel, HP, and IBM. The intellectual property developed from his research, Leading Indicator Forecasting Engine (LIFE), was third-party marketed for licensing. Dr. Wu also worked with the Chicago Metropolitan Agency for Planning (CMAP) to study policy and economic impact in large urban environments. A fellow of the Institute of Industrial and Systems Engineers (IISE), Dr. Wu has served as an editor or editorial board member on numerous journals in his field.

Dr. Wu came to the U.S. from his native Taiwan as an international student. He vividly recalls arriving to New York City some 40 years ago, strolling around the city amazed and excited at all the promise it holds. He and his wife married in New York, and later their son and daughter both moved to the city to establish careers and families. He has said that joining Baruch feels very much like his homecoming.

Dr. Wu shares his thoughts and perspectives with the Baruch community through a monthly blog that is available here. In looking ahead to his first senior-level hire at the College, Dr. Wu seeks a partner with whom he can work collaboratively and closely, and trust implicitly.
Procedure for Candidacy

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting Baruch College in this search. For fullest consideration, candidate materials should be received by no later than February 22, 2021.

Application materials should be submitted using WittKieffer’s candidate portal.

Nominations and inquiries can be directed to:

Robin Mamlet, Melissa Fincher, and Sarah Miller
BaruchProvost@wittkieffer.com

CUNY encourages people with disabilities, minorities, veterans, and women to apply. At CUNY, Italian Americans are also included among its protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer