

STRATEGIC PLAN OVERVIEW 2018–23



*Bernard M. Baruch:
Park Bench Statesman,
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Since 1968, Baruch College has provided inclusive, transformational education to undergraduate and graduate students from New York, the U.S., and around the world. For more than 50 years, we have remained dedicated to elevating the prospects of our talented and diverse student body, providing them with the intellectual tools they need to advance both personally and professionally.

We are very proud that the Baruch is recognized nationally for its leadership in promoting the social mobility of its graduates, as this is a measure of the success of our students and their intense desire to succeed. Such recognition also reflects the successful accomplishment of many of the goals that were set forth in Baruch's previous Strategic Plan: 2013-18, which positioned the College to become the leader in public urban education that it is today.

Vision

Through excellence in teaching, scholarship, research, student outcomes, and community engagement, Baruch College will amplify its established leadership in urban public higher education. It is our passion and purpose to elevate the prospects of our talented, diverse students. We inspire, educate, and help them achieve social mobility. We accomplish these objectives through meaningful scholarship, excellent teaching, and distinctive educational programs that develop students' knowledge, perspectives, and skills.

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. Our distinguished undergraduate and graduate academic programs offer extraordinary value. Our 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.

STRATEGIC GOALS



I Uphold the College's longstanding commitments to excellent and effective teaching and learning

At all levels, Baruch will give strategic priority to our long-standing commitment to teaching and learning. We will foster a College-wide culture of the teacher-scholar and use faculty scholarship to infuse best practices for teaching throughout our academic programs.



II Create a vision for, and initiatives and policies to support, outstanding scholarship, research, and discovery

The research and scholarship of Baruch faculty serves society, strengthens the educational experience of Baruch students, and amplifies the reputation and stature of the College by advancing knowledge and challenging existing ideas and norms. Baruch seeks to attract permanent faculty who have demonstrated a commitment to lifelong learning through a record of research, scholarship, and publication. Through this plan, Baruch will advance the vision of innovative research at the College, maximize funding to support that research, enhance students' opportunities to be involved in research, and work to retain faculty who are active in research.



III Regularly review and renew the curriculum to ensure students are prepared to engage in the challenges and opportunities of a changing world

The world is changing rapidly, in ways both exciting and challenging. Curricula must therefore be regularly examined and refreshed to ensure alignment with students' goals and the complex needs of an evolving economy and labor market. The curriculum must also be nimble and adaptive to prepare students to succeed as demands change and expectations rise. Baruch will review and reimagine its curriculum to better prepare students to be local, national, and global leaders who are capable of solving difficult and multifaceted problems. This renewed curriculum will include both substantive areas—emerging domains in which students need to be well-versed to participate—and core competencies—skills Baruch students will need to be successful regardless of their field.



IV Increase students' engagement, academic momentum, degree completion, and post-graduation success

Baruch will continue to support and promote the success of all its students. The College will strive to further increase graduation rates across the institution and close or narrow the persistent achievement gap between various groups of students. To accomplish this, Baruch will foster and sustain a culture in which student retention, momentum, and success are the responsibility of everyone at the College—students, faculty, staff, and administrators. An important manifestation of this culture will be a seamless experience of student support, grounded in good service and facilitated by up-to-date technology—the purpose of which will be to improve students' experience from admission through graduation and engagement with the College as active alumni.



V Elevate and embed the principles of diversity, equity, inclusion, and cultural competency throughout the College

Baruch College enjoys the benefit of tremendous diversity because of its location in the heart of one of the most diverse cities in the world and because of its long-standing commitment to providing an affordable education to the students of New York City. The College now commits to harness and build on the strengths of that diversity by engaging in intentional conversations about diversity, equity, and inclusion; striving to hire a broadly diverse faculty and staff; promoting an inclusive and supportive environment for all members of the College community; and developing the cultural competencies of its students, faculty, staff, and administration.



VI Enhance faculty and staff satisfaction and engagement

Faculty and staff are the foundation of the College's excellence and success.

These invaluable people educate and support the Baruch student body and contribute knowledge, art and culture to the city, the nation, and the world. Baruch recognizes and recommits to supporting its faculty and staff as they fulfill the important mission of the College. The College will review, rethink, and—where appropriate—reorganize to improve efficiency, effectiveness, coordination, and communication across the College so faculty and staff can fulfill their responsibilities to the best of their abilities.