Invariably, when people visit Baruch for the first time, they remark that the College seems like a mini–United Nations. In fact, Baruch College boasts students representing 160 countries and speaking more than 100 different languages. So it is only natural that international and global programs should become an emphasis.

Currently, a number of active and robust international initiatives are under way at Baruch College. The Weissman Center for International Business, funded by a grant from George and Mildred Weissman, plays a key role in Baruch’s global initiatives. The Center offers a global student certificate, provides meaningful international educational experiences, and supports scholarly research and teaching with a global perspective while contributing to the economic life of NYC. The Center recently published its groundbreaking CSR-Sustainability Monitor, a tool to analyze corporate social responsibility reporting from the largest U.S. and international companies.

A recent gift has led to the naming of the Allen G. Aaronson Department of Marketing and International Business in the Zicklin School of Business. Nearly 450 students graduate as marketing or international business majors each year. Relationship-building teams of high-level Baruch faculty and administrative staff have recently visited Turkey, China, and Brazil. Armed with videos and print materials that tell the Baruch College story, they have met with counterparts at colleges and universities, as well as local government officials, with the goal of establishing two-way exchanges of students, faculty, and knowledge. Other proactive global efforts at Baruch include international promotion of graduate programs in India, Turkey, and China; a global studies minor; an International Student Service Center; and an international business alumni group.

With philanthropic support and sound planning, Baruch College is primed to take full advantage of global opportunities in education and business, while strengthening and diversifying its student, faculty, and alumni base.
Baruch College has made major strides in the last decade, achieving significant academic success and rising in national recognition, and has grown increasingly desirable to prospective students and faculty.

The philanthropic funds garnered through the successful Baruch Means Business Campaign will allow the College to continue its climb. The president’s office and cabinet have set forth an ambitious, yet attainable, Strategic Plan 2013–2018, which calls for Baruch to become a global leader in public urban education; to raise the reputation of the three schools by telling the unique story of the College; to continue to improve the educational experience of all students by reducing the student-to-faculty ratio; to enhance opportunities for faculty research; to expand the College’s international programs; and to enrich campus space and student life.

Baruch has already made great progress in transforming the physical space of the College with the opening of the 25th Street Interim Plaza. In February 2013, supporters from across the country and surrounding community gathered to celebrate the opening of the new pedestrian-only zone. For the first time in its history, Baruch finally has a real campus and much-needed outdoor space, thanks to the generosity of Baruch College Fund Trustees Daniel Clivner (’85) and Lawrence N. Field (’52, DCS [Hon.]) ’04. The Plaza will support a wide range of programming that meets the needs of both the College and the community.

Enhanced interior space is also key to Baruch’s strategic plan. The College’s flagship building, the Lawrence and Eris Field Building at 23rd Street & Lexington Avenue is undergoing an extensive makeover that will preserve its historic charm while bringing it into the 21st century, with the plan of attaining a LEED silver designation. Baruch is also pursuing plans to expand its Residence Hall capacity by an additional 500 beds. Meanwhile, dreams of a Student Center, a hub of student life, are becoming more of a reality as students themselves agreed to collect a self-imposed tax of $30 per year to obtain and develop the necessary space.

All of these plans are grounded in reality and supported by sound fiscal planning, ensuring a bright future for Baruch College.

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