Enriching the Student Experience
and your dream position requires more than a good résumé. For Baruch students, the College’s **Starr Career Development Center** (SCDC) is increasingly vital to the process, thanks to new programs made possible by support from the Starr Foundation and the Baruch College Fund (BCF).

The Starr Foundation and BCF contributions were “game changers,” says Center director Patricia Imbimbo. “We doubled the number of workshops and events. Everything has increased—targeted outreach to students and alumni, jobs posted, and applications accepted.”

The 2006 launch of the Financial Leadership Program (FLP) has made a world of difference, not only in how Baruch students view the future but in how potential employers view Baruch. Case in point: Aleksey Schukin, a finance major accepted to the rigorous program. A Credit Suisse director participating in FLP mock interviews encouraged him to enter the company’s recruiting program for non-target schools. The result: a summer position that led to a full-time position as an analyst on Credit Suisse’s commodities trading desk.

Starr is also there for students like Farzana Ghanie, who took a few detours in pre-law and finance before a leadership role in Peers for Careers—a new program that trains students to teach résumé and interviewing techniques to others—triggered the realization “that I wanted to be in a helping profession,” she reveals. Now, after completing an internship at the Child and Adolescent Inpatient Psychiatric Unit at Elmhurst Hospital in Queens, Ghanie hopes to pursue a graduate degree in mental health counseling.

Starr counselors even venture into the classroom through the Starr Subs program, which is how Sam Wong first learned about the SCDC. The center was instrumental in Wong’s career development: counselors helped her decide on a major, internships obtained through Starr Search honed her career interests, she gained skills as a Peers for Careers and FLP member, and, through on-campus recruiting, she landed a full-time position with Bank of America as a credit risk analyst.

Thanks to Starr, Baruch students have much to offer potential employers; notes Pat Imbimbo, “They’re high-caliber candidates!”
VENTURING ABROAD

Study abroad and student exchange opportunities abound at Baruch College, thanks to generous support for fundraising campaigns like Baruch Means Business. From the Alps to the Yucatan and points in between, the Baruch College Study Abroad program, available to students in all three schools, has short- and long-term options on every continent but Antarctica.

As the director of the program at the Weissman Center for International Business, Dr. Richard Mitten knows firsthand the critical role that funding plays in the success and longevity of a program that enhances global learning for students. “We wouldn’t be able to run the Global Student Certificate (GSC) program without it,” he said, explaining that the GSC was established and financed for its first five years with support from the Starr Foundation. The program helps prepare students to be global leaders in the business world, and is now funded by the Santander Universities program at Sovereign/Santander Bank.

Although short-term study abroad and semester abroad options can be costly, fellowships and scholarships like the C.V. Starr Study Abroad Fellowship, the Carl Spielvogel ('56) Scholarship in International Marketing, and the Harvey and Sheila Stone ('41) Prize Scholarship in International Marketing help make it possible for financially challenged students to gain invaluable classroom and life lessons far away from home.

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Each semester, 15 to 25 scholarships totaling approximately $75,000 are disbursed to students for short-term study abroad programs. Dr. Mitten said, “They aren’t full scholarships, but they provide indispensable support for students studying abroad.” In fiscal year 2011, 234 students participated in study abroad programs. Of that number, 64 received Starr Fellowships, while others obtained grants and awards from different sources.
The Max Berger Pre-Law Fellows program helps Baruch students gain admission to the nation’s top law schools. The program, made possible by Max W. Berger (’68), provides students with real-world experience through internships, mock trials, and moot court. It also offers students LSAT preparation, individualized advisement, application assistance, mentoring, networking, and much more.

Though it is young, Baruch’s Sandra Kahn Wasserman Jewish Studies Center (JSC) has made an impact on the College and the community, says the center’s director, Associate Professor Jessica Lang.

“Individual courses, events, and organizations such as Hillel have always celebrated Jewish history and life,” says Lang. “But with the Jewish Studies Center, we can better work together with what we have to offer, and offer much, much more.” The JSC was made possible with generous gifts from William Newman (’47, LLD [Hon.] ’97), who endowed the directorship; Sandra K. Wasserman (’55), who named the center and its new space; Ruth P. O’Hara (’52) and Donald Hecht (’54), who jump-started this initiative, and many other friends.

In 2011, a minor in Jewish studies was launched and cross-disciplinary courses were developed, with the capstone “New York and the Jewish Immigrant Experience”—a natural theme for the Jewish studies concentration, says Lang. Ideas for new courses continue to evolve: “We’re talking to the School of Public Affairs about a Jewish nonprofits class,” Lang reveals, “and to Modern Languages about Jewish Cuba.”

Each spring, the Center sponsors a conference engaging the Baruch community and the public in a series of panel discussions, art exhibits, film screenings, and a keynote address focusing on different areas of Jewish culture, history, and art.

“We want Baruch to be a go-to place for Jewish studies and Jewish culture,” says Lang, “for students, for scholars, and for the community.”
largely supported by individual donations, the Weissman School of Arts and Sciences, and the Baruch College Fund, the Baruch Performing Arts Center (BPAC) has provided programming in music, dance, and theater to the Baruch community and the public since its official opening in 2003. In keeping with BPAC’s mission to provide a strong liberal arts foundation for students, each performance is carefully selected to provide educational value and is integrated into the school’s curriculum, explains Managing Director John Malatesta. He says two benefactors, Aaron Silberman (’46) and Aaron Shapiro (’49, LHD [Hon.] ’89), were instrumental in building BPAC’s stellar reputation, bringing great literature to the stage and attracting a classical music audience to the College.

In 1992, Aaron Silberman, a Baruch College Fund board member, alumnus, and clarinetist, donated $140,000 to create the College’s first-ever concert series. Thanks to his donation, renowned artists in chamber and classical styles have performed on the BPAC stage throughout the years. The donation also supports Baruch’s resident chamber music group, the Alexander String Quartet, who perform each semester and teach music lessons in art, literature, math, and psychology classes.

In 2009, Aaron Shapiro along with his business partner, Michael Lobel, donated $275,000 (now endowed) through the Nat R. & Martha Knaster Charitable Trust to support the Joel Segall Great Works Reading Series. Named after a former Baruch College president, the program was created in conjunction with the Weissman School of Arts and Sciences to enable students to experience live performances of classical and contemporary theatrical works read in class.

The list of benefactors also includes alumni Eli (’40, LHD [Hon.] ’78) and Claire (’40) Mason, Bernard P. West (’39, DFA [Hon.] ’98), Arline L. Nagelberg (’71, MBA ’82), Irwin Engelman (’55, LLD [Hon.] ’00), and Marvin Antonowsky (’49, MBA ’52), who generously funded the opening of BPAC. “In the early days, it helped give us a foundation that went toward setting up BPAC, like the building of the theater,” explains Malatesta.

The Shelly & Donald Rubin Foundation kicked off an exciting new collaboration between Baruch College and the Rubin Museum of Art with a grant that finances the development of art-enriched programming at Baruch. Through this partnership, the College and the Rubin Museum of Art (co-founded by Shelly and Donald Rubin) hope to better educate Baruch students on the important role art plays in the development of civil societies and their cultural and spiritual values. The intent is to help students develop a deeper sense of their identity and their purpose in life.