

# THE PRESIDENT'S LETTER

LEHMAN COLLEGE • THE CITY UNIVERSITY OF NEW YORK • FALL 2006

## New Initiative Focuses on Marketing Outreach As Enrollment and Academic Programs Continue to Grow

Dear Students, Colleagues, Alumni, and Friends:

The new academic year began for Lehman College on both sides of the world. Here in the Bronx, enrollment grew to another record level, while across the Pacific, the College continued to add its voice to the global movement on behalf of a just and sustainable peace.

From August 31 to September 3, Lehman, together with a coalition of international institutions and organizations, sponsored a major conference to help build a culture of peace in the world. The location, Hiroshima, Japan, is sealed in our memories by both appalling and enlightening events, by the atomic bomb that destroyed the city sixty years ago and by the Lehman campus that operated there in the early 1990s, advancing cultural and educational exchange. The conference brought together a host of noted scholars and activists, including *Nobel Peace Laureates Shirin Ebadi* of Iran and *Jody Williams* of the United States, with the goal of galvanizing support for the improvement of education, health, the environment, and social equity as a prelude to peace.

People from all over the world gathered for presentations, panels, and artistic performances. The College now looks forward to developing a Center for Peace and Human Rights Education to foster cross-cultural and interdisciplinary research and to encourage public engagement in the movement away from war and violence and toward peace and justice.

### Moving Forward on Branding and Buildings

In addition to this and other initiatives, the College is developing a new visual identity to better communicate our mission to our many constituencies. This effort will help the College achieve a broader recruiting reach through more cohesive communications and marketing strategies. Lipman Hearne, a noted marketing and consulting firm in higher education, has been working with the Institutional Advancement and Enrollment Management Divisions to revamp the Lehman "look," guided by research conducted last spring among high school, transfer, and current students.

Later this fall, the College will launch a new admissions microsite, produce new admissions materials, including new graduate, transfer, and Honors College brochures, and introduce this new identity. Before then, the new logo and theme will be debuted at a special event on campus. Over the next two years, we look forward to continuing this work by redesigning the entire Lehman website and expanding the alumni newsletter into a magazine.

At the same time, the College continues to work on creating physical centers for academic and other programs, as campus-wide construction moves forward:

- Programming and planning for Phases I and II of the Lehman College Science Facility are now complete, and we are proceeding with design documents for Phase I; groundbreaking will take place in summer/fall 2007. The building will house instructional labs for introductory biology and chemistry, microbiology, and molecular biology and will accommodate up to nine researchers from the Biological Sciences, Chemistry, and EGGs departments.
- In Carman Hall, work is progressing according to schedule on a new multimedia center in the cellar and basement space, and a new counselor education/school counseling lab has been completed in Room B-01, thanks to a \$100,000 grant the College received from the Bronx Borough President's Office during Fernando Ferrer's tenure. This lab will be equipped with state-of-the-art cameras, digital editing stations, and computers for counselor education training. Previously, Lehman students were only able to experience this type of training off campus.



- In the Library, one-third of the work has been completed of relocating the Education Library to the third floor, where it will be expanded.
- Work is also proceeding according to schedule on the new elevators being installed in the Student Life and T-3 Buildings.

### Growing Programs Along with Enrollment

As the College's academic programs expand, so do the number of students who are choosing Lehman. According to preliminary "flash" figures, enrollment is up 6.6 percent from last year and includes approximately 962 freshmen and 1,239 transfer students. This enrollment reflects the strength of both new and long-standing academic programs, which continue to thrive, as these examples indicate:

- Demand for the Master of Social Work program, entering its second year, has exceeded our expectations. The program has enrolled 77 students thus far and has expanded to accept accelerated students as well as traditional two-year, full-time students.
- Enrollment continues to rise in the Master of Public Health program introduced last spring. Joining the faculty is *Dr. Cheryl Mertz* from Columbia University, whose work focuses on health disparities and issues affecting women and children.
- Under the tutelage of *Professor Gary Schwartz*, the CUNY Honors College at Lehman is welcoming its largest class of 15 entering freshmen.
- The inaugural class in the CUNY Teacher Academy at Lehman began studying on campus this summer. *Associate Dean of Education Susan Polirstok* directs the program, which offers a challenging and exciting curriculum for undergraduates who wish to become mathematics or science teachers. While enrolled at Lehman, these students will be engaged in fieldwork at one of our new affiliated schools, the Bronx Early College Academy in Riverdale. After successfully completing their studies, they will be eligible for teaching positions in the New York City school system.
- A new cohort of 190 New York City Teaching Fellows also began their studies here at Lehman this summer. Since the start of this program in 2000, Lehman has partnered with the New York City Department of Education to prepare teachers in shortage areas. Fellows at Lehman will pursue certification in English, TESOL, science, and foreign language.
- *Distinguished Professor Billy Collins'* master class in poetry, offered in the Department of English, drew an overwhelming number of applicants. Ten students were admitted to the course, some from Lehman and some on a non-matriculated basis.

In other program developments, the College is in the early stages of planning a multidisciplinary degree in environmental science.

### Preparing Students for Higher Education

For many years, Lehman College has used its resources to support not only those students who are enrolled in our programs but also students in the area's public schools. That commitment to preparing students for higher education is continuing to expand. This June, the first class of the High School of American Studies (HSAS) at Lehman College graduated. Considering that the city-wide graduation rate is 53 percent, the fact that all 55 graduates of the school are now in higher education institutions is quite a success story. Juniors and seniors at HSAS this year will continue to take Lehman College courses in areas such as languages, the arts, and the social sciences.

This summer, Lehman joined Hunter College as a host site for the Mathematics and Science Partnership in New York City. Funded by the National Science Foundation, the program offers classes for New York City students who qualify for additional assistance in preparing for the State Regents exams, as well as professional development opportunities for both college and high school teachers. More than 100 public school students attended the summer program at Lehman.

Also over the summer, seven students who were part of the Bronx Institute GEAR UP program from 1999 when they were in the sixth grade through their successful high school graduation in 2006 spoke at a national GEAR UP conference in Washington, D.C. Each of these students is at a different college this fall, and most of them have won sizable scholarships. Speaking about their experiences and how the program had impacted their lives, they cited the opportunity to receive tutoring in academic areas of challenge, mentoring to develop future postsecondary school goals and plans, trips to museums and other cultural organizations, visits to colleges and universities, and advice on college applications, admissions essays, and sources of financial support and scholarship aid.

“We were not allowed to slip away or fall through the cracks,” one of the presenters said. The conference room was filled to capacity and included two program officers from the U.S. Department of Education and representatives of local elected officials. The panelists received a standing ovation. The Bronx Institute is completing a report on the entire GEAR UP '99 cohort. From our early reports, we have learned that many of the students can be found in the freshman class at Lehman College.

The New York City Writing Project (NYCWP) of the Institute for Literacy Studies has also tracked the success of its program, evaluating its impact on both literacy instruction and students in New York City high schools. The results show that students taught by NYCWP teachers improve their performance on tasks similar to those of the Regents exam over the course of a semester, compared to students of teachers who are not exposed to NYCWP professional development. The study also indicates that NYCWP's work is particularly effective with teachers across the curriculum and with students who face challenges when writing in English.

### Adding to Lehman's Accreditation Credentials

Besides reports and studies such as these, accreditation by professional and educational associations provides prospective students and funders with strong evidence of the excellence of our programs. Many individual programs (as well as the College itself) have received this “stamp of approval,” and more will seek it in the future.

As an example, the Department of Specialized Services in Education recently submitted a self-study of its graduate program in school counseling to the Council for the Accreditation of Counseling and Related Educational Programs (CACREP). If approved, Lehman would become the first public college in New York City to offer a CACREP-accredited program in counselor education/school counseling.

Two of our most important approvals, from the National Council for Accreditation of Teacher Education (NCATE) and from the Middle States Association, are also in line for periodic review. An NCATE evaluation team will visit Lehman in Spring 2007, while a team from Middle States is scheduled to arrive in Spring 2009 for its regular ten-year review. *Professors Vincent Prohaska* (Psychology) and *Robin Kunstler* (Health Sciences) have been selected as co-chairs for the compilation of the self-study that is required preparatory to the Middle States visit. Committees will be formed in Spring 2007 to review various aspects of College life.

Awards and recognition bestowed on individual faculty members further enhance the College's reputation, both within and beyond CUNY. In this regard, we all extend our congratulations to *Professor Keville Frederickson* (Nursing), who has been chosen to lead the new doctoral program in nursing science at the CUNY Graduate Center.



### Supporting Programs and Research

External funding provides another type of recognition. At Lehman, funding for research and sponsored projects continues to rise, reaching over \$18 million in Fiscal Year 2005-2006, the highest level in the College's history, and close to \$9 million just in the period from July 1, 2006 through mid-September. Grants continue to be awarded by both private and government sources:

- The Department of Education has awarded Lehman \$2.875 million over five years to help students through the gateway courses that lead to majors such as nursing, business administration, accounting, and chemistry.
- *Professor Andrea Boyar* (Health Services) has been awarded a U.S. Department of Agriculture grant for \$195,000 to provide undergraduate and graduate students majoring in Dietetics, Foods, and Nutrition with the opportunity to complete required courses online. The goal is to give more underrepresented and working students, as well as students with families, a way to pursue the program.
- The Nursing Department, in partnership with Bronx Lebanon Hospital, has received a \$300,000 grant from the Jonas Center for Nursing Excellence to expand diversity among the nursing workforce in the Bronx. The grant will foster programs such as paid clinical opportunities, presentations by Hispanic nurse leaders, tutoring, and support in English, science, and mathematics.

The College's work in the public schools also continues to be recognized with external funding, including three noteworthy grants for programs run by the Center for School/College Collaboratives, directed by *Professor Anne Rothstein* (Early Childhood and Childhood Education):

- A Talent Search grant will focus on preparing 600 students from five of the small high schools affiliated with Lehman for academic success in their schools, college awareness and readiness, and college entry. The schools involved are Astor Academy, Bronx Health Sciences, School for Community Research and Learning, High School for Teaching and the Professions, and IN-TECH Academy.
- The 22-year-old Science and Technology Entry Program has received a huge increase in funding, enabling us to add Bronx Health Sciences High School to the program. This school will offer a program during both the academic year and the summer that is focused on engaging students in mathematics and science through project-based experiences. We have also included the High School for Teaching and the Professions in this program; students will be engaged in hands-on, project-based learning in mathematics and science as well as scientific research investigations. The goal is to qualify students in mathematics and science and prepare them to enter the CUNY Teacher Academy program upon graduation.
- CUNY has provided another year of funding to bring together the small schools working with Lehman in an Affiliated Small Schools Network.

In this environment of growth and extraordinary commitment to learning, new as well as returning faculty and staff can look forward to many exciting opportunities on campus, including an energetic schedule of cultural events. I know we will all strive to make this year equally fulfilling for our students, who look to Lehman College for support, guidance, and a lasting educational experience.

— *Ricardo R. Fernández*, President  
Herbert H. Lehman College  
The City University of New York  
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