



17 SOCIETY LEX

NEWSLETTER
SPRING 2023

BARUCH IN BLOOM

Here at Baruch, the end of the academic year proved to be as busy as ever, bustling with activity as our students prepared for new experiences, new opportunities--and even new careers. As 17 Lex Society members, you represent our most loyal and generous donors, and your contributions to life at Baruch are felt all year long.

The stories that follow are just a snapshot of what life has looked like lately, a reminder of the ongoing impact of your partnership. From all of us at Baruch, we wish you a happy summer and look forward to reconnecting with our alumni and friends this Fall!

BEYOND BARUCH LIFE AND LEARNING ABROAD

MARY ABDELMASSIH '24
REFLECTS ON HER
TRANSFORMATIVE
EXPERIENCE ABROAD,
MADE POSSIBLE BY
GENEROUS BARUCH
DONORS.



“

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Mary Abdelmassih '24 can pinpoint the exact moment she knew she wanted to study abroad. It was second semester of her freshman year when Professor Wayne Finke encouraged students in his class to imagine what it might be like to totally immerse themselves in a new culture, studying abroad in Salamanca, Spain.

Abdelmassih, a Spanish major pursuing a double minor in multilingual translation and business law, was bound and determined to meet Professor Finke's challenge. Even two cancelled trips—due to the ongoing COVID-19 pandemic—couldn't stop her.

"I was very adamant about taking advantage of this opportunity, because I knew that this was going to not only help me perfect my Spanish, but it would add to my cultural reservoir and push my boundaries," she says.

Abdelmassih, a Brooklyn-resident who immigrated with her family from Egypt at six years old, recognized that while she grew up in a diverse environment, there was a difference between exposure and experience.

Thanks to the support of a study abroad scholarship, which alleviated much of the financial burden of the living and travel expenses associated with studying abroad, Abdelmassih had the opportunity to explore her surroundings, traveling to London, Paris, Belgium, and Marrakesh, among other places. She was even able to apply her studies immediately, recalling a trip she took to the EU Parliamentary in Belgium after learning about its significance in one of her classes.

In addition to finding ways to contextualize history through travel, Abdelmassih was equally excited to bring her newfound knowledge home to Baruch. As part of her final project, Abdelmassih studied the Arab and Jewish expulsion from Spain, knowledge she feels will be significantly meaningful to share with the Hillel community at Baruch.

"For me, the most important thing was seeing what life was like outside of our bubble," she says. **"Thanks to my scholarship, I was able to put the things I was learning into perspective, exploring not just Spain, but much of Europe."**

Now, Abdelmassih is one of the loudest champions for Baruch's study abroad programs, sharing her own experience with current students and encouraging them to explore new opportunities. For Abdelmassih, studying abroad provided a wealth of cultural knowledge and experience, but also, it allowed her to see a future where her interests intersect.

"As a polyglot, maybe I want to pursue a career in international law, so going abroad and seeing what that work might look like—that's something I got to experience firsthand," she says. "This experience planted a seed to see myself as a global student. I'll be trying to fulfill that thirst for knowledge for the rest of my life." ●



MEET THE NEW DEAN OF THE MARXE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS

DR. SHERRY RYAN JOINED BARUCH COLLEGE'S LEADERSHIP TEAM AS DEAN OF THE AUSTIN W. MARXE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS ON SEPTEMBER 1, 2022.

In addition to her role as former director of San Diego State University's (SDSU) School of Public Affairs, Sherry Ryan spent that last 20 years as a member of the SDSU city planning faculty. While moving across the country may have been an adjustment, for Ryan, landing in New York City was a natural fit.

"For years I've been working on getting communities away from driving and shifting to human powered mobility," she explains. "Given my background in city planning, especially transportation planning, I've always had a strong desire to live in what I would consider a truly bikeable city, like New York."

Since joining Baruch to lead the Austin W. Marxe School of Public and International Affairs nearly one year ago, Ryan has been equally impressed by her more immediate surroundings: Baruch's community of students and faculty.

"The Marxe School is phenomenal. It's ranked among the top 55 schools of public affairs nationally and brings all the richness of a large urban public university system," says Ryan. "I love coming to work every day and interacting with our excellent faculty, staff, students, and alumni," Ryan says.

Now, as she prepares to head into her second academic year as dean, Ryan is spearheading several important initiatives, including updates to the school's strategic plan. She looks forward to the adoption of a new strategic plan that will shine a light on the areas of greatest importance to Marxe School's students, faculty, staff and alumni.

"I'm a firm believer that the vision, mission and values of an organization should filter up through a broad engagement process," Ryan says. "In my role, I want to focus my attention on lifting up the entire Marxe community—because that's what a dean does. They make the lives of students and faculty better, they make degree programs stronger, and most of all, they ensure that the people who interact with our school are happier in their work and in the learning they're doing." ●



MEET A 17 LEX SOCIETY MEMBER

KEITH KALLEN '90

As a Baruch student, Keith Kallen '90 found himself at the right place, at the right time. Now, as a member of the 17 Lex Society, he's doing his part to ensure Baruch transforms the lives of even more students.

Looking back, timing was everything for him. Kallen, who grew up in Detroit, enrolled at Baruch in the late 1980s at the advice of a co-worker studying at Baruch at the time. After graduating high school in 1979, he took time to pursue a career in acting, eventually deciding to focus his efforts on a business degree. In 1990, he graduated with his bachelor's in business administration, specializing in accounting.

"My experience at Baruch was transformative in the sense that I was able to make a lifelong transition," he says. That shift included an introduction to computers and the role they would play in accounting and business in the years ahead. Kallen, who was working at a CPA firm while he was completing his studies, was a student at the time the microcomputer was introduced. Looking back, it was an opportunity to provide incredible value to his clients looking to use technology to optimize their businesses.

"Baruch prepared me for that," Kallen adds. "They didn't have a pronounced computer information



systems program at the time, but an accounting degree and the experience to learn about computers allowed me to form a career that focused on that."

Now, Kallen serves as chief financial officer at Kraft & Kennedy, Inc., a technology consulting and managed IT services company serving law firms, corporate legal departments, and financial services firms. He credits the quality of a Baruch education—both in terms of academics and instruction, as well as the ability to put knowledge into practice immediately—for shaping the direction, and success, of his career.

A first-generation college student, Kallen benefited directly from scholarship aid to support his studies. Today, he understands the impact that an affordable, high-quality education can have, something he always felt he owed a debt of gratitude for.

Now, as a 17 Lex Society member, Kallen and his wife are paying that same experience forward, hoping their loyal support will strengthen a community that left such an impression on him.

"If something is given to you, much is expected in return," that way of living is how I try to pattern my life," he says. "I am grateful for the path my life has taken, and Baruch was central to my success." ●

BARUCH NEWS CENTER

A NIGHT TO REMEMBER

This year's Bernard Baruch Dinner, held on April 26 at New York City's Ziegfeld Ballroom, raised \$1.62 million in support of Baruch's amazing students. This year's fundraising totals included \$128,698 from a special appeal to endow a new scholarship fund. We were thrilled to welcome a record-breaking 500 attendees, including 160 alumni, who were on hand to recognize Distinguished Alumnus Award recipient Eric M. Kirsch (BBA '84) and Distinguished Faculty Award recipient Dan Stefanica. Scan the QR code to view photos and videos from the event.

Photo above: Baruch College President David Wu and Baruch College Fund President Helen Mills were proud to recognize Eric Kirsch (far left) and Dan Stefanica (far right) for their outstanding contributions to the Baruch community at the Annual Bernard Baruch Dinner. ●



PAWS AND GIVE THANKS DAY

Thursday, April 20 marked Paw and Give Thanks Day at Baruch, an opportunity to celebrate and give thanks to you—our growing community of proud, passionate donors. On this day, more than 500 students gathered to write thank you cards, send video messages, and pose for photos. Scan the QR code to view these thank you messages. ●





ZICKLIN SCHOOL OF BUSINESS NAMES NEW DEAN

Bruce W. Weber, PhD, who currently serves as dean and professor of Business Administration at the Alfred Lerner College of Business & Economics at the University of Delaware, has been appointed to the position of Willem Kooyker Dean of the Zicklin School of Business. Dr. Weber, who will join the Zicklin School officially on July 17, brings more than 30 years of academic experience and scholarly research to Baruch and will lead the School's strategic, operational, and financial direction. We look forward to introducing Dr. Weber to the 17 Lex community next academic year. ●



BARUCH LANDS FIRST IN NEW YORK TIMES INTERACTIVE RANKING TOOL

Baruch secured the number one spot nationally and in the Northeast with a new, create-your-own college ranking tool launched by *The New York Times* and business intelligence leader Morning Consult. Build Your Own College Rankings, which draws from a pool of 900 four-year college and universities, empowers prospective students and their families to find the right college for them by selecting 10 key priorities to answer the question: "What matters most to you when choosing a college?" ●

YOUR PRIORITIES

High earnings	11%
Economic mobility	11%
Low sticker price	11%
Low net price	11%
Academic profile	11%
Athletics	11%
Campus safety	11%
Racial diversity	11%
Economic diversity	11%
Party scene	0%

High earnings

Median income 10 years after attendance



Low sticker price

Listed price of tuition, fees and housing

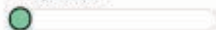


Academic profile

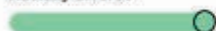
Graduation rate, SAT/ACT scores and student-faculty ratio



Party scene



Racially diverse



Economic mobility

More students start low-income and end up high-income



Low net price

Average price for students with financial aid and grants

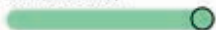


Athletics

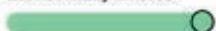
Student surveys, team performance and revenue



Campus safety



Economically diverse



YOUR RANKINGS

Size	Location	Filters	Search
1	CUNY Bernard M Baruch College		
2	CUNY John Jay College of Criminal Justice		
3	CUNY Hunter College		
4	Stony Brook University		
5	CUNY Brooklyn College		
6	CUNY City College		
7	Farmingdale State College		
8	CUNY Queens College		
9	New Jersey Institute of Technology		
10	SUNY College at Old Westbury		



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RECEPTION!**

**WE HOPE
TO SEE
YOU THERE!**

**SEP
27
2023**