

Brooklyn College

The City
University
of New York

Fall 2022 Internship
Mikhail Zaporozhtsev
Professor: Tanya Goetz
COMD4900 HE94

Brooklyn College

ABOUT

Brooklyn College, a public university in Brooklyn. It is located in south Brooklyn, on Bedford Avenue. The primary business of the company is high education, hence the primary clientele is mostly students.

In 2022, the size of enrolled students is more than 13,000 students (both under- and graduates). The faculty size is 463 persons (full-time).

Brooklyn College has been founded in 1930 as a part of the CUNY system. The college's motto is *Nil sine magno labore* (Latin) – “Nothing without great effort”.

The department I work for is Educational Research and Assessment (ERA). This office provides tools to support learning outcomes assessment and faculty efforts in this area.



Office of Educational Research and Assessment

Graphic design & Video Intern

ABOUT THE “ERA”

“The Educational Research and Assessment (ERA) office provides tools to support learning outcomes assessment and faculty efforts in this area.

The ERA office works closely with divisional vice presidents and senior vice presidents, as well as administrative staff, to ensure proper assessment of the college's Administrative, Educational, and Student Support (AES) units. The ERA office has provided tools to support AES staff and administration in outcomes assessment.”

From the ERA website:

<https://www.brooklyn.cuny.edu/web/about/administration/provost/institutional-effectiveness/assessment.php>

Our Team

Institutional Effectiveness

Tammie Cumming, Associate Provost and Assistant Vice President for Institutional Effectiveness

Tammie Cumming was named the associate provost and assistant vice president for institutional effectiveness in August 2019. Cumming has provided educational research and assessment support services in higher education and at ACT, Inc. for more than 25 years. She has been an invited speaker on educational assessment and accreditation on an international level and has recently served as a U.S. delegate for the Organization for Economic Cooperation and Development's Assessment of Higher Education Learning Outcomes task force. Cumming earned her Ph.D. in applied statistics and psychometrics from the University of Iowa.



Tammie Cumming

Educational Research and Assessment

Isana Leshchinskaya, Assessment Manager

Isana Leshchinskaya is the assessment manager in the Office of Educational Research and Assessment under Institutional Effectiveness, specializing in online assessment, regional and professional accreditation, and survey research and administration. Prior to her position at Brooklyn College, Isana worked as a research associate at the New York City College of Technology (CUNY). She earned her B.A. from New York University in 2010.



Isana Leshchinskaya

COACHE Poster

Survey of Faculty

ABOUT THE PROJECT

Here we had to make a poster for COACHE - a survey, given to the faculty about the institution.

On the next page, there is going to be a MSCHE Symposium poster—the one we were given as an example.

2020 THE CUNY MIDDLE STATES COUNCIL PRESENTS: MSCHE SYMPOSIUM

APRIL 24 | 8:30 AM - 4:00 PM

- Gain insight into the accreditation process from MSCHE VPs / Executives
- Hear from CUNY institutions going through their Self Studies
- Learn to tackle common MSCHE issues in workshop sessions

LOCATION:

The event will be held in the Student Dining Hall (NB 264) of John Jay College

RSVP by April 3rd:

<https://www.surveymonkey.com/r/T38MLFD>

CUNY MIDDLE
STATES
COUNCIL

A poster we were given as an example.

The next page is going to have some versions of my work for COACHE poster. The department put a hold on it, so we, basically, have never finished this project.

2022 COACHE

Survey of Faculty

The Focus is on Faculty!

NOVEMBER XX 2022
XX PM

Check your email for a link to participate!

CUNY THE CITY
UNIVERSITY
OF
NEW YORK

2022 COACHE

Survey of Faculty

The Focus is on Faculty!

NOVEMBER XX 2022
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Check your email for a link to participate!

CUNY THE CITY
UNIVERSITY
OF
NEW YORK

The name, date and last phrase we were given by supervisor. Besides the design (with using the Brooklyn College colors and typefaces), each of us had to come up with a slogan of his version of the poster. I decided to use “The Focus is on Faculty”.

Facts Sheet 2022



The *Fast Facts* page of Brooklyn college, where you can find current version of the Facts Sheet.

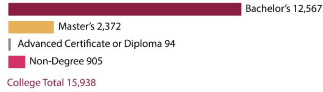
<http://www.brooklyn.cuny.edu/web/about/facts.php>

ABOUT THE PROJECT

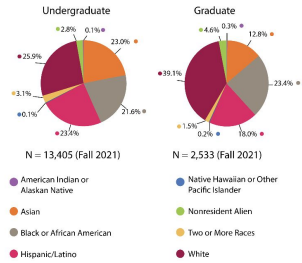
This is an important document, where all the demographic stats are updated for the current academic year and associated with the Office of the Associate Provost for Institutional Effectiveness.

Each of my team members worked on one page. We changed the numbers for the current year and updated the photos. We were given the photos. I worked on page 1.

Student Enrollment, Fall 2021



Student Body Ethnic/Racial Diversity



Admissions, Fall 2021

	Undergraduate	Graduate
Applications	28,544	2,600
Admitted Students	14,660	1,600
Admit Rate	51.4%	61.5%
Enrolled Students	1,554	970

Median Age, Fall 2021

Undergraduate Students	21.27
Graduate Students	28.46
Total	22.00

Tuition and Fees: Full-time Students 2021-22

	Undergraduate	Graduate
Tuition	\$6,930.00	\$11,090.00
Student Activity Fee	\$226.80	\$148.50
University Student Senate Fee	\$2.90	\$2.90
CUNY Consolidated Services Fee	\$30.00	\$30.00
Technology Fee	\$250.00	\$250.00
Total Fees	\$509.70	\$431.40
Total Tuition and Fees	\$7,439.70	\$11,521.40



Financial Aid, Entering Fall 2021

	Total Number Awarded Aid	Total Number in Cohort	% Awarded Aid	Total Aid Awarded
Grant Aid	1,125	1,533	73.4%	\$4,791,328.38
Loan Aid	257	1,533	16.8%	\$1,762,450.00

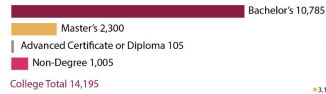
Check out our Social Media!



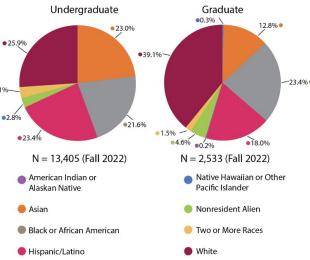
Old version

Office of the Associate Provost for Institutional Effectiveness

Student Enrollment, Fall 2022



Student Body Ethnic/Racial Diversity



Admissions, Fall 2022

	Undergraduate	Graduate
Applications	28,888	2,322
Admitted Students	15,757	1,532
Admit Rate	54.5%	66.0%
Enrolled Students	1,689	867

Median Age, Fall 2022

Undergraduate Students	21.08
Graduate Students	28.86
Total	21.86

Tuition and Fees: Full-time Students 2022-23

	Undergraduate	Graduate
Tuition	\$6,930.00	\$11,090.00
Student Activity Fee	\$226.80	\$148.50
University Student Senate Fee	\$2.90	\$2.90
CUNY Consolidated Services Fee	\$30.00	\$30.00
Technology Fee	\$250.00	\$250.00
Total Fees	\$509.70	\$431.40
Total Tuition and Fees	\$7,439.70	\$11,521.40



Financial Aid, Entering Fall 2022

	Total Number Awarded Aid	Total Number in Cohort	% Awarded Aid	Total Aid Awarded
Grant Aid	1,336	1,659	80.5%	\$5,626,985.92
Loan Aid	199	1,659	12.0%	\$1,380,307.00

Check out our Social Media!



Updated version

Office of the Associate Provost for Institutional Effectiveness

This is the page 1 of the Facts Sheet 2022-23. I have updated some numbers for the current year, as well as a picture on the middle right side corner. The pie-charts were updated by my teammate Oscar.

Tik Tok “Career” Video Shooting

ABOUT THE PROJECT

We also had to shoot a TikTok video called “Career” about how busy students are with their part-time jobs or internships. Then, there should be an ad for “Jump Start” programs at Brooklyn College that helps with work or internships. It was all four of us acting - Oscar, Simon, Nick, and I.

Unfortunately, we could not come to the Brooklyn College, so we decided to shoot at City Tech library. We shot the first sequence of the video (the professor teaches the students).

However, we had to reserve a room upstairs, but we got only 25 minutes, which was absolutely not enough for the shooting. After that time expires, we could reserve more, but this time it would not be free (10 cents per minute). It was expensive for us, so we moved to the Pearl building room P123 (if I remember correctly). There we finished filming the footage and were done for the day.

Tik Tok “Career” Video Shooting

ABOUT THE PROJECT

We were given the script by our supervisor Isana.

Script

BC students are a busy bunch!

On top of classes, 68% have a full- or part-time job...

But only 34% have had internships related to their major...

Need some work or internship experience to help you get a JUMP
START on your career?

Contact the Brooklyn College Magner Career Center!

Tik Tok “Career” Video Shooting

ABOUT THE PROJECT

Here is some examples of the video shots we did.

We did not have to edit them for the video; probably future interns will do it.



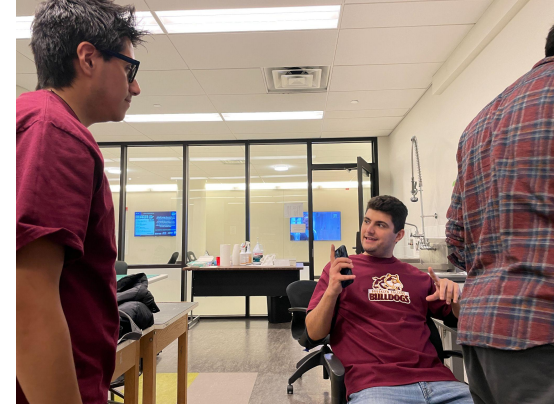
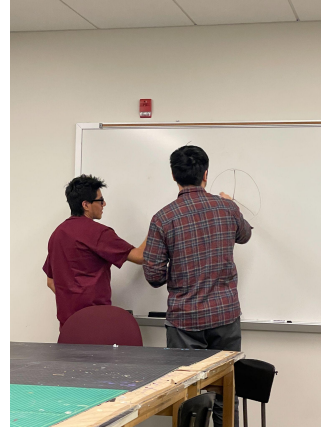
https://drive.google.com/file/d/1o6gTvOzP8Zq7Az-utuzqXPG65S77vNa1/view?usp=share_link



https://drive.google.com/file/d/1xFuT7qIHoaAEWGXV8ZKvrvYZsO1RzgKu/view?usp=share_link

PHOTOS FROM THE SHOOTING DAY

Tik Tok "Career" Video Shooting



T-shirt sign removal



Before

The last mini-project that I had was the removal of a text from a T-shirt. Isana asked to remove the "Brooklyn College" text from the t-shirt on the photo below.

For that I used free selection tool with Background-Aware removal and the Patch Tool.



After

What I Learned

- Working in a team (communicational skills)
 - Working in a professional environment (being on time)
 - Management skills, because I was a project manager for the TikTok video shoot: I was communicating with Isana through SMS or email about our progress with the videos.
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Thank you

Fall 2022
Mikhail Zaporozhtsev