

Memorandum

TO: Baruch College General Faculty

FROM: Dave Gallagher

SUBJ: Office of College Advancement (OCA) Status Report
FY 2003

DATE: October 20, 2003

MISSION: *The Office of College Advancement (OCA) is the **fundraising and communications / marketing** team for Baruch College and will support the College's strategic vision by securing the short and long term financial resources necessary for success as well as communicating and marketing the College's vision and needs to key constituencies both internal and external.*

STATUS REPORT: We are on target to meet all OCA strategic goals for FY 2004.

- 1. TOTAL CASH FLOW:** Receive \$12 Million in cash from philanthropy (unrestricted and restricted gifts) (40% increase over last year.) The Baruch College Fund will distribute \$10 million in direct support to the College for FY 2004 (up 25% from last year's budget). **RECEIVED IN CASH TO DATE: \$3,126,494.**
- 2. CAPITAL CAMPAIGN:** Raise \$12-15 million in new pledges for the Capital Campaign (50% increase over last year). A *Top 25 Task Force* has been recruited to oversee the execution of our strategic plan and campaign. (See attached Case Statement). In addition to seeking significant investment in the Zicklin School of Business's vision to achieve Top 25 ranking by 2010, we are hoping to secure major gifts for the School of Public Affairs, Newman Programs in Real Estate, Field Center for Entrepreneurship and Small Business, Weissman Center for International Business, Center for Financial Integrity, and undergraduate scholarships. **NEW PLEDGES TO DATE: \$1,249,000.**
- 3. ANNUAL FUND:** We will raise \$3.5 million in unrestricted cash (40% increase over last year.) The second Bernard Baruch Dinner will be held on May 5, 2003 at the Plaza Hotel honoring Maurice "Hank" Greenberg

(Chairman and CEO of AIG – The Bernard Baruch Medal for Civic and Business Leadership), HSBC (Corporate Leadership Award), and William Aldinger '69 (Chairman and CEO, Household International – Distinguished Alumnus Award). The Annual Giving program is focusing on growing the percentage of alumni supporting the College and significantly increasing the number of donors at the \$1,000 and \$20,000+ levels. **PLEDGED TO THE ANNUAL FUND TO DATE: \$1,080,000.**

4. **PLANNED GIVING:** We are recruiting a Director of Planned Giving to market and secure \$5 million per year in long-term planned and estate gifts from alumni and friends. We have rolled out our program in four states (NY, NJ, CA, and FL).
5. **COMMUNICATIONS & MARKETING:** The Advertising plan is fully implemented (“The American Dream Still Works”), and we are moving forward with Year Two of the advertising campaign, adjusting as needed as a result of market research study and institutional needs. We are conducting follow-up research to determine effectiveness of marketing and advertising strategies and integrating marketing and communications efforts of all schools and other units into strategy and tactics. The C&M team is focusing on supporting the College’s fundraising goals, and leading the marketing strategy for Top our25 campaign. We are pursuing a plan to create a Public Index that would attract attention to Baruch and establish it as an authoritative source in a strategic area, such as small business and entrepreneurship. A major emphasis is being put on enhancing our web and e-mail communication with key external audiences, including maintaining monthly E-Newsletter. Lastly, we are seeking to use the Web and e-mail effectively for College-wide communication.
6. **UNDERGRADUATE CAREER DEVELOPMENT CENTER (CDC):** The President asked the VP/OCA to temporarily supervise the CDC beginning in June 2003. A plan for a new organizational model has been drafted and approved by the President and should be in place for January 2004. (An interim report to the President is attached.) Overall, We have established a goal of insuring that at least 50% of all Baruch graduates are employed in the field of their choice at graduation.