

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
FY 2006 Goals & Objectives

Respectfully submitted to:
Baruch College General Faculty

MISSION: The Office of College Advancement (OCA) is the fundraising, alumni, government/community relations, communications and marketing team for Baruch College. OCA works to communicate the College's vision to our external constituencies while supporting our strategic goals by securing the short and long-term financial resources necessary for success.

1. FUNDRAISING: As part of the Strategic Plan OCA has begun the feasibility study for a proposed campaign. Details of the campaign, its timeline and target figures, will be included in future reports as the plans take shape. For FY06 we will secure between \$15 and \$18 million in cash by June 30, 2006. As of this report our forecast for cash raised by June 30 is about \$16 million. Additionally we hope to close \$15-\$20 million in new multi-year pledges by June 30 with cash realized from these gifts over time in accordance with written agreements with the donors.

- a. **Annual Fund FY 2006** – OCA will secure at least \$3.8 million in unrestricted cash, or equivalent budget off-setting restricted gifts through the following actions and strategies:
 - i. Collect at least 90% of the outstanding pledge payments due in FY 2006 – at least \$390,000.
 - ii. Manage the 2006 Bernard Baruch Dinner with expected net income in the range of \$750,000. We have secured two honorees and we are already making plans for our honorees for the 2007 dinner.
 - iii. Enhance our planned giving expertise and performance of our donation societies:
 - 1. \$5,000 + gifts -- \$1.2-\$1.5 million
 - 2. \$1,000 + gifts -- \$200,000
 - 3. Planned Gifts (payout) -- \$50,000
 - iv. Re-organize our direct mail program, which, after a period of growth, has seen flat growth for the last two years (mail & telefund goal for this year is \$340,000).
 - v. Activate BCF Trustees and key donor prospects through the campaign feasibility planning process in order to expand their participation.
 - vi. Target restricted budget offsetting gifts from non-donors and lapsed donors.
 - vii. Build a more vibrant reunion class-giving program.

- b. **Current Non-Annual Fund / Major Gift Targets:**

- i. Name & Endow the School of Public Affairs.
- ii. Evaluate other naming opportunities
- iii. Expand the “Class Act” program for classroom naming
- iv. Endow and expand the Honors Programs
- v. Secure endowed Chairs in all three schools
- vi. Target significant endowed scholarship support
- vii. Secure at least \$1 million in new restricted cash gifts.

c. **Strategic Partnerships (Institutional Fundraising)**

- i. Raise at least \$1.3 million in restricted gifts.
- ii. Enhance our relationship with the College’s top 50 corporate partners.
- iii. Develop a comprehensive plan for institutional fundraising.
- iv. Steward our institutional partners and donors.

2. Baruch College Fund Development:

- d. Complete Trustee development plan and new Board recruitments.
- e. Recruit 5 new Trustees and build long-range Trustee recruitment strategy.
- f. Encourage more Trustee solicitation.
- g. Implement new governance recommendations.

3. Communications and Marketing:

- a. The College's new Chief Communications Officer will achieve Baruch College’s strategic plan goals of increased visibility and recognition of Baruch’s academic programs, educational quality, and achievements among Baruch’s internal and external constituencies. Baruch aims for local, national, and international attention. Baruch College will accomplish this by developing and implementing a strategic communications and marketing plan at the College level. By unifying the presentation and voice of Baruch College’s communications, we will maximize the impact of our messages through repetition and support across vehicles. An example is publicizing information sessions on the home page of our website at the same time we are running paid advertising about them.
- b. **Website:** Focusing on the website's content, navigation, and design centrally will maximize the website's value as the College's primary advertising and information vehicle.
- c. **Advertising and Marketing:** We are exploring paying for sponsored links on search engines such as Google to target our enrollment advertising. We will be working with Development on ads related to the upcoming campaign. Communications and Marketing will create an internal network among the staff at Baruch with marketing responsibilities and experience to share information.

- d. **Internal Communications:** In accordance with the Strategic Plan, Communications and Marketing will evaluate Baruch-wide methods for improving internal communications. We will explore the use of tools including e-mail in HTML format, the website, newsletters, and events to disseminate news and information. The Chief Communications Officer will determine the impact and opportunities for internal communications created by Blackboard, Air Baruch, iPod University, and other emerging and proliferating technology.
- e. **Press:** We will work with Baruch leaders to increase outreach to education, immigration, personal finance, business, and metro reporters with an emphasis on issues such as Baruch's immigrant student body, international student visas, and citizen knowledge of personal financial management. We will continue to focus on academic areas of excellence as well as publicizing College events, cultural offerings, and news.
- f. **Photo Data Base:** Communications and Marketing will add value and economies of scale by creating and maintaining a database of our best digital images of the College's facilities and campus life.
- g. **Publications:** Each publication will get shorter as its function becomes more oriented toward directing traffic to the website. There should be maximum integration between our publications and our website content.

4. **Alumni Relations:**

- a. Announce to all 100,000 alumni the creation of the College's Office of Alumni Relations.
- b. Develop plan to secure 20% alumni participation by 2010.
- c. Coordinate all alumni outreach under the umbrella advisory body.
- d. Refine the Baruch alumni magazine and other alumni communications vehicles.
- e. Build comprehensive Alumni Class Reunion Program.
- f. Manage Baruch Alumni Directory outreach and "Baruch On-Line Community" (with Harris Corporation).

5. **Executives-on-Campus:**

- a. In year 2005/2006 there will be 3,360 students and 252 executives participating in EOC activities.
- b. The mentoring component of EOC currently includes 59 mentors but will increase in the 2006/2007 year to over 110 mentors as we include undergraduates and SPA students.
- c. Rollout of Power Networking events in March, with greater concentration in 2006/2007, and rollout of Winternship Program in winter break of 2007. For the 2 programs, we will have approximately 110 execs and 450 students participating.