

Baruch College
Office of College Advancement (OCA)
FY 2006 Goals & Objectives

Respectfully submitted to:

The Baruch College Fund
&
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 supports the College's strategic vision by securing the short and long-term financial resources necessary for success, and by communicating and marketing the College's vision, distinctive strengths, and needs to key internal and external constituencies.

1. **FUNDRAISING:** OCA will secure between \$15 and \$18 million in CASH by June 30, 2006. We hope to additionally close between \$15-\$20 million in new multi-year pledges in advance of a new capital campaign. We will achieve at least 10% alumni participation in our fundraising outreach.
 - 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 \$600,000.
 - ii. Manage the 2006 Bernard Baruch Dinner -- \$1 million NET – secure three fully committed honorees ASAP.
 - iii. Rollout the “17 Lex Society” & “Class Act” – leadership giving programs:
 1. \$5,000 + gifts -- \$1.2-\$1.5 million
 2. \$1,000 + gifts -- \$350,000
 3. Planned Gifts (payout) -- \$50,000
 - iv. Expand the direct marketing program (mail & telefund) -- \$400,000
 - v. Develop and implement *President's Council* plan.
 - vi. Partner with BCF Trustees in expanding their participation in solicitation.
 - vii. Target restricted budget offsetting gifts from non-donors and lapsed donors.
 - viii. Build a more vibrant reunion class giving program

- b. **The Next Capital Campaign** – Tentative Fundraising Goal -- \$100 million (NEW NET CASH & PLEDGES)
 - i. Develop the College's Strategic Plan into a working fundraising need assessment / (preliminary case statement)
 - ii. Conduct a pre-campaign feasibility and planning study (Winter/Spring 2006).
 - iii. Refine Master Campaign Prospect Pool
 - iv. Begin volunteer & prospect cultivation strategy
- c. **Current Non-Annual Fund / Major Gift Targets:**
 - i. Name & Endow the School of Public Affairs.
 - ii. Endow and expand the Honors Programs
 - iii. Secure endowed Chairs in all three schools
 - iv. Target significant endowed scholarship support
 - v. Secure at least \$1 million in new restricted CASH.
- d. **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. BCF Development

- a. Complete Trustee development plan.
- b. Recruit 5-10 new Trustees – build long-range Trustee recruitment strategy.
- c. Encourage more Trustee solicitation
- d. Implement new governance recommendations.

3. Communication & Marketing

- a. Hire the College's Chief Communications Officer
- b. **Public Relations:** We have begun an effort to create a more systematic approach for increasing the exposure of Baruch in the media through placing faculty experts. We will continue to focus on priorities such as Real Estate, Global Business, and the Performing Arts, as well as on establishing a stronger overall identity for SPA, besides, as always, publicizing College events and news.
- c. **Baruch College Magazine:** We are reviewing the content and appearance of the magazine to refine it further for its primary audience, alumni, and to support giving.
- d. **Advertising:** We have launched the Generation Baruch campaign, which projects an image of alumni success across the generations,

as a means to help re-engage alumni in the life of the College and to increase annual giving. We are also preparing advertisements and media plans for all three schools, and have created and placed an overall graduate programs ad to bring greater awareness to all Baruch's graduate programs and to support the Information Sessions of the three schools.

- e. **Marketing Materials:** We will review and develop as needed student recruitment materials for all three schools.
- f. **Website/Electronic Communications:** We will continue to develop these areas as means to publicize news and to support internal communications.

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 Baruch College Alumni Federation umbrella.
- 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. Secure at least 323 executives and 3,790 students participating this year.
- b. Expand the Executive Student Partnership (ESP) mentoring program.
- c. Rollout *Winternship* program for students during spring break.