

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Report to the General Faculty March 28, 2019

Highlighted New Gifts and Pledges since October 2018

The family of the late Amy Hagedorn '58 has renewed their support of the Marx School and the Hagedorn programs for another five years, for a gift totaling \$1 million.

Overall Fundraising

We are tracking well against all of our aggressive goals for the year, including our critical unrestricted fundraising goal. In particular, we are pleased by the continuing strength of our 17 Lex Society numbers (donors of \$1,000 or more annually), and of our 17 Lex Society Associates numbers (which allows recent grads to become 17 Lex Society members at discounted levels based on year of graduation).

In January, the College was delighted to dedicate classroom 11-160 in the Newman Vertical Campus in honor of BCF Trustee, Dennis Hickey '70 and his wife, Kathleen. We are grateful for their generosity. We continue to seek donors to name classrooms as part of our longstanding Class Act Campaign.

Our annual Benchmark Society Luncheon, recognizing those who have included Baruch in their estate plans or utilized retirement assets to support the College, is scheduled for May 15 and will feature a conversation with alumnus Gerald Sandler, an engineer on the Apollo 11 moon flight.

Bernard Baruch Dinner

Our 2019 dinner is scheduled for May 1 at the Ziegfeld Ballroom where we will be honoring Ian Cook, chairman, president and chief executive officer of Colgate-Palmolive and BCF Trustee Stuart Shikiar '68, Chairman and Chief Investment Officer, Shikiar Asset Management Inc. Our goal is to once again gross \$1 million+.

Alumni Relations and Volunteer Engagement

The Office has hosted 50th anniversary celebrations in Charlotte, Los Angeles, Menlo Park, Edison, New Jersey, Chicago, Denver, Las Vegas, Miami, Boca Raton and Washington, DC. These receptions have been well attended and there is great enthusiasm to keep up momentum and have alumni volunteers lead more local gatherings in the future. In tandem with international admissions, there have also been events in Barbados, Jamaica, and Nassau Bahamas as well as a gathering in Tel Aviv, Israel. We strive to nurture volunteer-led networks in these and other locales. With the support of Alumni Relations, we hope that these regional networks will build on the momentum of college-hosted events and coordinate their own programs and events to keep the Baruch network active and engaged around the country.

Executives on Campus (EOC) continues to provide opportunities for students and professionals to interact in meaningful ways. In September, we launched our academic year-long program with 210 mentors and 290 students. We also held Mentor for a Morning events in November and March, and Mentor for an Evening in November with another scheduled for April.

On the social media front, we have 111,000 alumni on LinkedIn with whom we are connecting through posts and individual outreach. Across all of our social-media platforms (Facebook, Twitter, Instagram, LinkedIn) we have an audience of over 144,000 'followers' and produced more than 8.6 million 'impressions' this past fiscal year. Of particular note: our Instagram audience grew to 3,600 followers this past year (a 100% increase from last year), as it has emerged as the preferred platform for younger alumni.