

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Report to the General Faculty March 26, 2020

Highlighted New Gifts and Pledges since October 2019

- We received a gift of \$6.932 million from the estate of William Newman '47, which represents the balance of a CRUT he established to benefit Baruch. The BCF has created a board designated endowment with the proceeds of the trust.
- Eric Kirsch '84 and his wife Lori have made a six figure life insurance gift in support of the College.

Overall Fundraising

We are currently tracking ahead of last year in overall cash, new pledges and new deferred gifts. Our 17 Lex Society membership (donors of \$1,000 or more) is up 8% year over year. We are running slightly behind last year in unrestricted fundraising, but fully expect to meet our \$2.73 million goal.

In January, the College was delighted to dedicate classroom 11-130 in the Newman Vertical Campus in honor of BCF Trustee, Buzzy Geduld and classroom 11-145 in honor of trustee John Raggio '68. We are grateful for their generosity. We continue to seek donors to name classrooms as part of our longstanding Class Act Campaign, where donors can permanently name classrooms in the NVC for \$100,000.

We had a successful Giving Tuesday in December, when all CUNY campuses come together on the same day (the Tuesday after Thanksgiving) to raise funds from their alumni, faculty and staff. We nearly doubled the amount raised, and increased the number of faculty and staff supporters by over 40%. We are grateful to all who participated and to those who took advantage of payroll deduction to make their gifts.

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 April 28 and will feature a faculty led panel entitled "The Media Diet: Choose Your News Wisely A Panel Discussion for the 2020 Election and Beyond."

Bernard Baruch Dinner

Our 2020 dinner is scheduled for April 21 at the Ziegfeld Ballroom. Our honorees will be Neuberger Berman, with the award being accepted by its CEO, George Walker, and Prof. Narendra Paul Loomba, who will receive the Distinguished Faculty Award. We are working hard toward our goal of a fifth straight \$1 million+ dinner.

Staffing

After an extensive search that took nearly 10 months, we are pleased that Laura Kotkin MSE '07 joined us in January as Assistant Vice President. Laura comes to us after having spent many years in two other CUNY colleges – as Executive Director of the CUNY Law School Foundation and as Director of Development at Queensborough Community College. She has significant experience soliciting and securing major gifts and in building and working with boards and institutional leadership.

Alumni Relations and Volunteer Engagement

After the very successful launches of the LGBTQ and Latin Heritage Alumni Networks last year, this spring we were very excited to launch a new Black Alumni Network in February with over 200 alumni in attendance. In late April we will launch an Asian Heritage Alumni Network. We have already received tremendously positive response to these networks, and are cultivating alumni leaders to help plan events, engage fellow graduates, as well as raise funds from fellow alumni.

We are also excited to launch a new awards program this year, ChangeMakers, to celebrate alumni who have made a difference in their companies, communities, and the world at large. We received nearly 150 nominations and winners will be announced in the coming weeks, with the ChangeMakers Award Ceremony scheduled for June 17th.

This season we are also actively promoting our new alumni benefit of highly discounted Hogan Career Assessment Tests. Founded in 1987, Hogan is a world leader in personality assessment and leadership development. Hogan offers assessments in 56 countries and 47 languages and has serves more than half of the Fortune 500. Grounded in more than three decades of validated research, Hogan assessments were the first to scientifically measure personality for business. Baruch alumni have the opportunity to take the Hogan Career Report, an assessment of your key strengths and shortcomings in the workplace, and the Hogan Compass Report, which outlines the career-oriented significance of your core values and motivations. Our special offer includes two career assessments; a special interpretive guide; and a 45-minute professional coaching session at Baruch with Gordon Kent, President of ProgressiveCareer.

Our robust regional alumni activities continue. Of particular note we held our first ever event in Phoenix, Arizona in February and over 10% of alumni in the region attended. In March we also held our first ever alumni gathering in Toronto, Canada.