

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Report to the General Faculty March 31, 2016

Highlighted New Gifts and Pledges since October 2015

- We received \$1.9 million from the estate of Paul H. Chook, '49, coming in addition to an earlier gift of nearly \$600,000.
- David Simon, son of the late Mel Simon '49, established a \$500,000 scholarship in memory of his father.
- Max Berger '68 made a gift of \$150,000 to support the Max Berger Pre-Law program.

Overall Fundraising

We continue to track well ahead of last year in terms of gifts and new pledges (\$10.1 million in FY 16 vs. \$8.7 million in FY 15 as of early March).

Of particular note, we are on pace to easily surpass our membership goal of 700 this year for the 17 Society, Baruch's leadership giving club for those who give \$1,000 or more. This year, we are tracking a record year of Associates level members to the 17 Lex Society (reduced cost for graduates of the past ten years) as we emphasize outreach and attention to recent graduates. We are currently running 32% ahead of last year in terms of 17 Lex Society membership, and 52% ahead of last year in terms of 17 Lex Associates.

Scholarship Campaign

We are still in the silent phase of our Scholarship Campaign, seeking to raise \$15 million in new scholarship dollars. To date we have raised \$6.3 million. We hope to publically announce the campaign at the Bernard Baruch Dinner with gifts and commitments of at least \$8 million by that time. The public phase of the campaign will run through June 2017. BCF Board member Jay Berman '59 has agreed to serve as the Chair of the campaign.

Annual Bernard Baruch Dinner

The annual Bernard Baruch Dinner is scheduled for April 13, and will honor Ronald Perelman, Chairman and CEO of MacAndrews & Forbes Incorporated with the Bernard Baruch Award for Business and Civic Leadership and Sandra Kahn Wasserman '55 and the late Bert W. Wasserman '54 with the William and Anita Newman Medal for Philanthropy. Charlie Rose will be emcee for the dinner and we anticipate our most successful dinner in many years.

Plaza Fundraising

The public phase of fundraising for the 25th Street Plaza – to be known as Clivner=Field Plaza --will commence this spring and run through June 30th. We will be offering naming opportunities on the Plaza, including 3 sizes of pavers for which donors can personalize a message and which will be permanently installed on the Plaza when completed.

Alumni Relations & EOC

Since last fall, alumni events have taken place in Atlanta, Washington DC, Los Angeles, San Francisco, Houston, Boca Raton, Tampa and Naples. The office also hosted a corporate alumni event at Moody's and affinity events for Golden Key and Alpha Phi Omega, in addition to a reunion lunch for the Classes of 1955 and 1965,

The office has also launched 100 Days: Baruch and Beyond, a new initiative marking the 100th day mark from commencement. Over the course of the next hundred days, Alumni Relations will partner with departments throughout the College to better educate students about transitioning from student to alumni status, and life after graduation.

In fall 2015 alumni relations began its partnership with the Office of Undergraduate Admissions and Zicklin Graduate Admissions by recruiting alumni volunteers, a.k.a. alumni ambassadors, to attend open houses for prospective students. This pilot program has been well received so far, and we look forward to its continuation and growth over the spring at undergraduate and graduate yield events.

Executives on Campus (EOC) hosted Mentor for a Morning event in November 2015 connecting over 300 students with 120 mentors. EOC's Mentor for an Evening event in March connected 230 students with 124 mentors.

Alumni Social Media

Thanks to the efforts of Assistant Director of Alumni Relations Greg Leporati, we have significantly increased our social media efforts, footprint, reach and impact with our alumni over the past year:

- The total number of 'interactions' (Twitter mentions, retweets, and Facebook likes/comments) jumped from 9.7k to 29k
- Unique users who interacted with us jumped from 8.2k to 25k
- Our potential reach – potential users online who saw our content – went from 1.1 million to 4.6 million
- Organic Facebook impressions (impressions = times our content is 'viewed' by someone) grew from 213,085 to 882,221 (and total impressions on Facebook grew from 483,199 to 1.6 million)
- In the 2015 calendar year, we gained 1,466 new Twitter followers (as opposed to 504 in 2014) and 3,394 new Facebook fans (as opposed to 1,502 in 2014)
- Instagram was created in late March 2015 and in only nine months we have posted 280 photos/videos have garnered 1,164 followers and 913 total engagements on our content

Staffing

The Office of College Advancement is pleased to announce the promotion of Nicole Souza MPA '14 to Director of Special Gifts. Nicole will be taking a greater role in frontline fundraising.

The FWA Mentoring Program at Baruch College, which has come under the purview of Alumni Relations this year, has a new program director, Olga Barskaya '10 who is also an alumna of the FWA program.