

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Report to the General Faculty March 29, 2018

Highlighted New Gifts and Pledges since October 2017

- Marvin C. Schwartz '62, LHD (Hon.) '02 and his wife Donna have pledged \$2 million to create a newly endowed Neuberger Berman/Schwartz Family Finance Chair within the Zicklin School of Business.
- We received a \$1.75 million gift from the Brenner Family Foundation to endow the Max Brenner Scholarships.

Scholarship Campaign

A handful of late gifts since the October General Faculty report lifted the total for the now concluded campaign to \$21 million against a \$15 million goal.

Overall Fundraising

- From an overall fundraising perspective, we are tracking ahead of last year at this time (factoring out the extraordinary Austin Marx gift).
- We are on track to meet our internal goals regarding 17 Lex Society members and 17 Lex Associate members.
- We have seen upticks in all giving channels – direct mail, telefund and online.

Bernard Baruch Dinner

Our annual Bernard Baruch Dinner will be held on April 25, 2018 at the Intercontinental Barclay's Hotel. Michael Roth, '67, Chairman and CEO of Interpublic Group will receive the Bernard Baruch Medal for Business and Civic Leadership. Willem Kooyker, '71 and his wife Judith-Ann Corrente will receive the Newman Medal for Philanthropy.

Alumni Relations

The Office of Alumni Relations has been busy hosting or facilitating events around the globe. Of particular note, events in Los Angeles, San Francisco, and Washington DC in late 2017 were very well attended, and the annual Baruch in Florida Alumni Reception drew a sizable crowd in Palm Beach in January. President Wallerstein gave a fascinating talk on North Korea to the Florida alumni, a topic he is particularly versed in from his work at the Department of Defense in the 1990s. An event was also recently held in Seattle, featuring Dean Al Romero.

International alumni events have taken place in Hong Kong, Paris, Sao Paulo, Tel Aviv, Tokyo, Seoul and Jerusalem. While in Israel, Dean Fenwick Huss, Vice Provost Myung-Soo Lee, and Associate Dean Qing Hu celebrated the second cohort of the new MBA/MS in Entrepreneurship Program offered in tandem with COMAS.

In New York we sponsored numerous events including a Ticker 85th anniversary celebration, hosted in partnership with the Ticker; a Black Heritage Month Alumni Panel, hosted in partnership with Student Life; a Purim Alumni Student Celebration hosted in partnership with Hillel; a Subotnick Center Student Alumni Trading Competition, hosted in partnership with the Subotnick Center and MFE Program; a Baruch in Africa Panel and Dinner; and an alumni reception for graduates of the Financial Leadership Program (FLP). We have also run our second year of Shadow Partners, inviting 21 sophomore SEEK students to visit with alumni in their offices for a few hours.

Meanwhile, Alumni Relations has recently expanded its Alumni Career Services offerings. In January, aka “reinvention month,” Alumni Relations hosted a “New Year, New You” Program to provide counsel and direction to those seeking new career opportunities and direction. Additional career programs are scheduled to take place the spring, including a webinar in April dedicated to the First 90 Days on the job, and in-person workshops on Networking for Introverts and Executive Presence in May and June.

The third annual 100 Days Initiative launched on February 13, noting the 100 day countdown to the last day of classes. This is part of a larger Baruch and Beyond initiative to better educate Baruch students about their alumni network, and the benefits they will receive as graduates of the college. Two Baruch and Beyond Roundtables, one dedicated to International Business and the other dedicated to Operations Management, were held this spring.