

Baruch College
Office of College Advancement FY 2007 Goals & Objectives

Respectfully submitted for the:
Baruch College General Faculty Meeting – Spring 2007

The Scope of OCA/OCM Activities

The Office of College Advancement (OCA), including the Office of Communications and Marketing (OCM), is responsible for the institutional fundraising, alumni, government and community relations, communications, advertising, Executives on Campus, publicity and marketing initiatives for Baruch College. OCA works to build resources for Baruch, articulate and communicate the College's vision to our external constituencies and generally support our strategic goals by securing the short and long-term financial resources necessary for success.

Fundraising

A core activity at OCA that occupies two thirds of the personnel is raising money to benefit Baruch College through our supporting foundation, the Baruch College Fund. OCA completed the feasibility study for, and secured final approval for, a nine-figure campaign at Baruch that is presently in its "silent phase". We have goals to raise \$30 million in campaign gifts by the end of the fiscal year, \$50 million by the end of calendar 2007 and \$75 million by the end of FY08. By this time next year we should be in a position to forecast the expected date of the public announcement of our campaign. Until then our campaign announcements will be internal only.

Much activity in OCA has been geared toward the preparation for the campaign. This work includes meetings with the Campaign Planning Committee, recruitment of a Campaign Executive Committee, evaluation of leadership gift prospects, and initiatives to increase the number of new donors coming to the college through our direct mail and telefund outreach. As of this writing our first, major campaign gift asks are scheduled and moving forward.

In addition to campaign fundraising our usual fundraising outreach, direct mail, telefund, annual fund, major gifts fundraising and corporate and foundation outreach have raised over \$7 million in restricted and unrestricted cash collected this FY to date with another \$5 million in pledges due this fiscal year. We are delighted to be honoring Larry Simon, Chairman of Ivey Asset Management, as our alumni honoree at the upcoming 18th Annual Bernard Baruch Dinner. Richard Corbin of Abbott Laboratories, who has worked tirelessly advancing the careers of Baruch students, will also be honored. The dinner will be held on April 25, 2007 at Cipriani on 42nd Street in Manhattan. We have raised a quarter of a million toward the dinner to date and anticipate a big success.

Additional fundraising goals and initiatives for FY 07 include

- Solicit the Baruch College Fund Trustees for campaign gifts
- Collect at least 90% of the outstanding pledge payments due in FY 2007.
- Manage the 2007 Bernard Baruch Dinner with a gross goal of \$1 million
- Raise \$2,000,000 in unrestricted major and +\$5,000 gifts
- Raise \$250,000 total in gifts at the \$1,000 to \$4,999 level
- Raise \$375,000 in direct mail and telefund giving
- Raise over a million dollars in corporate and foundation support while substantially increasing the number of proposals submitted
- Build a more vibrant reunion class giving program

Communication & Marketing

Led by Carol Abrams the Office of Communications and Marketing worked on over 50 projects at Baruch last calendar year, providing creative and strategic services and working to sustain a consistent and effective brand image for Baruch and to increase its visibility and recognition. The group recently produced the 2005-2006 Annual Report of the Baruch College Fund and has worked actively on the case statement for the upcoming campaign. You may notice that Baruch's Alumni Website has enjoyed a significant upgrade due to the work of our Communications and Marketing professionals. The home page of the Baruch website is our next upgrade project.

Other highlights promoted by our marketing efforts include:

- President Waldron made a presentation on January 31 to the Women's City Club of New York entitled "Diversity in the Corporate Workforce: Encouraging it, Training for it and Supporting it".
- On February 8, 2007 there was a televised interview in the Engelman Recital Hall on leadership development that was led by Stephen H. Baum. Michael J. Critelli, Chairman and CEO of Pitney Bowes Inc., joined Baruch for this edition of "Inside the Executive Suite".
- A televised program for public television called CEO Exchange to be taped Wednesday, March 14 in Mason Hall featuring Sir Howard Stringer, CEO of SONY, and Brad Anderson, CEO of Best Buy.
- On March 29, 2007 President Waldron will present in San Diego at the opening session for the Conference Board's Annual Diversity Conference: *Rhythms of Our World: Examining and Honoring Our Uniqueness and Multiplicities*.
- Four presentations from the Zicklin Center for Corporate Integrity corporate governance series called "Are You and Your Board Ready for Transparency?"

Strategic Partnerships

Strategic Partnerships had a big success in bringing in the \$2 million C.V. Starr gift this January to build a scholarship fund for Baruch students who want to study abroad. On Tuesday, February 6 Strategic Partnerships hosted a reception at the Con Ed headquarters in Manhattan to celebrate the over 120 Baruch Alumni at Consolidated Edison. This event is part of a very successful series of alumni receptions that have included Morgan Stanley, Ernst & Young, PriceWaterhouse, CIT and others. Arranged by Donna Haggarty, these receptions enable our alums to reconnect and get an updated update on events at the college. They also help us cement relations and build momentum for both fundraising, volunteer activity and career development.

Alumni Relations

Under the leadership of David Shanton and Lisa Poullard-Burton the Alumni Relations Office has completed a two-year outlook calendar for Alumni Relations events that includes 44 different events over 24 months with events planned every calendar month except December. The two-year plan improves our balance of events on the calendar, allows us to reserve optimum dates well in advance and allows us to plan on a more continuing basis rather than a point-and-shoot event planning fashion. Learning from the experience of reunion 2006, we have crafted detailed execution calendars for both the 2007 and 2008 class reunions in order to enforce early notifications of dates, committee meetings and the activity run up to each reunion.

Our ability to reach out and engage Baruch alumni is increasing significantly year by year. In the past two years we have increased our number of alumni e-mail addresses on record from 19,000 addresses to 33,000. These addresses allow us to send update e-mails to thousands of alums. These are drafted and sent out every two months.

Executives on Campus

Under Marilyn Kahn's leadership EOC continues to enjoy terrific growth as it provides direct and applied mentorship for hundreds of Baruch students and helps them on their path to success. Since last year this time we have grown from 2,089 instances of student participation in the semester to 2,600 students participating this last semester, an increase of 19%. Last year at this time, there were 189 executives working with our students and this past semester there were 299, an increase of 36%. This coming semester we are holding 4 more business networking events for grads and undergrads, practicing soft skills associated with networking and personal pitches. Our Burton Kossoff lecture series will feature Richard Parsons on March 21st at 9am in VC 14-220 in an interview format lead by Dean Birdsell.