

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Report to the General Faculty March 30, 2017

Highlighted New Gifts and Pledges since October 2016

- We received a \$1 million bequest intention from Robert Weingarten '62 to establish a scholarship.
- We received a \$1 million+ bequest from Frances Villara '42 to support scholarships.

Overall Fundraising

- The 17 Lex Society (donors of \$1,000 or more) is on pace this year to surpass last year's record membership numbers. In FY16, we finished with a total of 973 members (264 paver donors only; 709 annual donors.) As of the end of February, we have 641 members. During the same time last year, we had 459 members.
- Coupled with the launch of the redesigned BCF website, which is responsive and mobile-friendly, we saw a significant increase in online unrestricted donations, tracking 58% ahead of last year.
- With the addition of a new staff member, dedicated to campus philanthropy and recent graduate giving, we have launched the 17 Lex Leadership Council and Bernie 101. The Council is comprised of recent graduates who donate annually to the College and is committed to helping Baruch increase our donor participation rate from recent graduates. Bernie 101 is an effort to raise awareness of philanthropy on campus; its purpose is to educate students on how philanthropy impacts their college experience.

Scholarship Campaign

We have raised \$14.4 million toward our goal of \$15 million by June 30, 2017.

Plaza Fundraising

The public phase of fundraising for the 25th Street Plaza – to be known as Clivner=Field Plaza – continues and we have raised nearly \$1 million. Seventy percent of available pavers have been sold, and 81% of available benches have been sold or reserved. We continue to offer 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, benches and planters.

Bernard Baruch Dinner

Preparations are well underway for the annual Bernard Baruch dinner which will take place on Thursday, April 27th at the Intercontinental New York Barclay Hotel. The event will honor James A. Forese, President of Citigroup and CEO of the Institutional Clients Group with the

Bernard Baruch Award for Business and Civic Leadership. Baruch has a strong recruiting relationship with Citi, our fourth largest employer overall.

We will also honor Hugh R. Lamle MBA '70, President of M.D. Sass, with the Distinguished Alumni Award. Hugh is a dedicated friend to the College serving as a member of the Weissman Center for International Business Advisory Board, and as a very generous supporter of scholarships.

The evening will include a special performance by the Blue Notes, Baruch's student acapella group.

Alumni Relations

Since mid-November, Alumni Relations has hosted alumni gatherings in: Singapore, Paris, Washington DC, Seoul, Tokyo, Tel Aviv, Coral Gables, and Boca Raton. Additional regional events are scheduled to take place this spring in Dubai (March 16), Abu Dhabi (March 20), Tampa (March 25), Naples (TBD), Sydney (April 6), and San Francisco (May 15). We look forward to hosting our bi-annual alumni receptions in Hong Kong, Taiwan, and Singapore in June 2017, with Dean Huss as our guest speaker.

The Office of Alumni Relations continues to coordinate efforts to build new networks for our alumni to join. This spring Alumni Relations is partnering with several departments to host events that target new alumni populations:

- New Media Arts Alumni Gathering
- Women In Technology Panel Discussion
- Healthcare MBA Alumni Networking Night
- India @ Baruch Panel Discussion
- Alumni in Law / Max Berger Pre-Law Program Alumni Reception
- Alumni in Operations Management Reception
- Alumni Marketing Stars Event

Staffing

The Office of College Advancement welcomed Lauren Braun, who assumed the role of Deputy Director of Leadership Giving on November 28th. She has an extensive background in fundraising and will have a keen focus on working with Dean Huss and the Zicklin School of Business.