

**BARUCH COLLEGE**  
**OFFICE OF COLLEGE ADVANCEMENT**  
**Report to the General Faculty March 25, 2021**

**Highlighted New Gifts and Pledges of \$500,000 or more since October 2020**

- Bank of America made a gift of \$1 million in support of Black and Latino student academic and career success.
- Jack ('59) and Barbara Sobel made a \$500,000 gift to name a Lecture Hall and to establish a scholarship.

**Stand Up for Baruch Initiative**

Recognizing the extraordinary challenges our students, faculty and the entire College community face today, at its September board meeting the BCF approved a new initiative to run through June 30, 2020: Stand Up for Baruch. This initiative seeks to raise \$5 million in mostly unrestricted funds, twice what we normally raise in unrestricted dollars in a given year. The effort is designed to allow the College to respond quickly and nimbly to its most urgent needs during these unpredictable times. We have currently raised nearly 70% of our goal.

**Bernard Baruch Dinner**

Our 2021 dinner is scheduled for April 20, 2021 and will be virtual. The honoree from our cancelled 2020 event will now be feted at the 2021 event: Neuberger Berman, with the award being accepted by its CEO, George Walker. Mr. Walker plans special recognition for Larry Zicklin, who will be retiring from the Neuberger Berman board later this year. All proceeds from the Dinner will benefit Stand Up for Baruch.

**Alumni Relations and Volunteer Engagement**

The Office of Alumni Relations and Volunteer Engagement planned and produced 120 virtual alumni events between March and December 2020. We continue to plan virtual programs, noting that it may be over a year until alumni feel comfortable attending networking events in person. Here are a few updates on some new initiatives and plans for 2021.

- **Corporate Alumni Engagement:** Virtual Corporate Alumni Network events have been held or are planned with alumni employed at KPMG, Deloitte, EY, Goldman Sachs, Colgate Palmolive, Citi and Grant Thornton.
- **Strategic Partnership Initiative:** At the behest of President Wu, a cross-campus audit of existing partnerships with the top 100 employers of Baruch alumni is underway. Once the audit is complete, we will lead a strategic planning effort to develop an integrated engagement strategy to deepen our relationships with alumni and corporate leadership at our top employers during FY22.

- **Mentor and Volunteer Engagement:** Our robust mentoring programs continue to grow.

We started new short-term mentoring initiatives with corporate partners Colgate Palmolive and Hearst. Our signature EOC mentoring programs have morphed into pandemic-inspired Virtual Mentoring Weeks, one held several weeks ago and another scheduled for May 3-7.

- **Industry Networks:** New industry networks were launched Alumni in Insurance, Investor Relations, and Media. The Baruch CFO Network hosted two events in fall 2020 and plans several this spring. The Baruch Real Estate Alumni Network hosted an event in fall 2020, and we look forward to re-activating our Baruch in Operations Management network this spring. A Baruch in Law alumni event was held a few weeks ago.
- **Affinity Networks:** The Asian Heritage Alumni Network, which launched in Spring 2020, has a strong leadership team and has hosted several events. Our SOMOS Latin X, Robert C. Weaver Society Black Alumni and LGBTQ Alumni and Allies networks hosted several events during 2020, with more planned for the spring.
- **Alumni Career Services:** We launched a new alumni group career coaching program this January which sold out. We will continue to collaborate with the Starr Career Development Center on offering alumni-centric career development programming throughout spring 2021.