

**Baruch College**  
**Office of College Advancement (OCA)**  
**FY 2012 Goals & Objectives**

*Respectfully submitted to:*  
*Baruch College General Faculty*  
*October 24, 2011*

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**MISSION:** The Office of College Advancement (OCA) is the fundraising and alumni relations arm of Baruch College. OCA supports the College's strategic vision by securing the short and long-term financial resources necessary for and supporting the needs of key internal and external constituencies.

- 1. Fundraising:** Last year, FY 2011, Baruch College raised \$13.1 million in CASH, an increase of \$3.4 million over FY 2010. The 2012 goal is for OCA to secure \$15 million in CASH by June 30, 2012. For the CAMPAIGN, OCA will raise \$20 million in new multi-year pledges towards the \$150 million capital campaign.
  - a. Annual Fund FY 2011** – Last year, Baruch College raised \$3.72 million in cash, a 51% increase over FY 2010's \$2.45 million. The goal for FY 2012 is to improve upon prior year by 10% or \$4 million in unrestricted cash, or equivalent budget off-setting restricted gifts through the following actions and strategies:
    - i. Collect outstanding pledge payments due in FY 2012 – approximately \$1.3 million.
    - ii. Last year, for only the fourth time in 22 years, the Bernard Baruch Dinner hit the \$1 million mark. For the 2012 Bernard Baruch Dinner, we have again budgeted a goal of \$850,000, but it is our internal goal to again reach the \$1 million mark. We are off to a strong start with the commitment of Joe Macnow to serve as an honoree. We continue to seek a second honoree.
    - iii. Last year successfully recruited Nicole Souza to manage our "17 Lex Society" & "Class Act" – leadership giving programs.
    - iv. Last year saw the successful launch of the Dean's Councils for SPA and the Weissman School, and the initial preparation and recruiting to secure a strong Dean's Council for the Zicklin School. These councils are designed to be an engine of unrestricted funds for the Schools as well as restricted gifts for budget offsets and establishing or expanding key programs.

b. **The Capital Campaign** – We are moving into the final 15 months of the Baruch Means Business campaign and our 80% of the way to reaching our goal of \$150 million. Key stats:

- Raised as of June 30, 2011: \$118.6 million
- Raised to date: \$119.6 million
- Goal for June 30, 2012: \$140 million
- Completion of \$150 million campaign by: December 31, 2012

Towards this end, the College and Bill Newman hosted a Vision Summit in January 2011 to outline for our donors what we need to continue to excel in these challenging economic times. The outgrowth was the launch of Baruch Means Business 2.0.

Concrete goals include:

- i. Scholarships, and the enhancement of our enrollment management infrastructure. Goal: \$7 million
- ii. Development of a student residence hall and faculty housing. Goal \$5 million naming gift
- iii. Enhancement of student life through the construction of a Student Center. Goal: \$7 million naming gift(s) to enable the purchase of a building for the Student Center.
- iv. The Bernard Baruch 25th Street Plaza –Goal: \$2 million naming gift
- v. Enhanced faculty support to provide salary supplements and summer support. Goal: \$8 million
- vi. Global Outreach – The College will seek to expand its successful international degree programs, to internationalize its curriculum, to enhance its study abroad offerings, and to increase the number of international students at least to pre-9/11 levels. Goal: \$3 million

c. **Strategic Partnerships (Institutional Fundraising)**

- i. In FY 2011, private foundations were responsible for gifts of \$987,000. FY 2010 goal is \$1.15 million.
- ii. Continue to maintain and nurture the relationship with the Starr Foundation, with the desired outcome of a significant seven figure gift.
- iii. Enhance our relationship with the College's top 50 corporate partners.
- iv. Continue to secure opportunities to partner with corporations around alumni network development.
- v. Steward our institutional partners and donors to maintain cash flow.

## 2. **BCF Development**

- a. Completed a Trustee review of best practices and leadership structure, resulting in revised bylaws and governance structure to be voted on at the November 16, 2011 board meeting.
- b. Continue to recruit trustees with an eye toward youth and diversity. Goal: 5 new trustees for FY 2012.
- c. Working closely with new BCF President Joel Cohen, instituted regular submissions of individual prospects for board review and to request their help with cultivation and solicitation. Top 50 corporate prospects were also distributed.
- d. Along with new board guidelines, this year will mark the creation of a new development committee.

## 3. **Alumni Relations**

- a. Successfully migrated in Spring 2011 to a new vendor offering alumni an enriched experience on-line and in the Baruch electronic environment. Silverpoint enables the ARO to function seamlessly between the social media and Baruch's in house capabilities.
- b. This capacity furthered our efforts via social media including Facebook, Twitter and Linked In and posting alumni events on YouTube.
- c. launched our new on-line magazine and the archive of our Baruch Alumni Brief, our electronic newsletter developed in 2007.
- d. Substantially increase alumni engagement and participation to raise the level of support generated by the annual fund, and especially unrestricted support. Goal: Increase alumni and other contributions by at least 10 percent.
- e. Historically, our reunion structure as served as the incubator for a number of substantial alumni gifts, including Larry Field and Amy Hagedorn. That said, we plan to review from ground up how this event functions in an effort to expand our reach and widen participation.