Highlighted New Gifts and Pledges in FY 15

- Baruch received grants totaling $1.249 million from the Carlos Slim Foundation and Puentes para la Paz for the School of Public Affairs. Baruch is the lead institution on this grant which will support efforts for trainings and research related to DACA registrations.

- Ruth Printz O’Hara ’52 made a $1 million gift to endow a professorship in Holocaust Studies within the Sandra Kahn Wasserman Jewish Studies Center. Ms. O’Hara is our 29th donor of $1 million or more.

- Phyllis Milton, friend of the late Claire ’40 and Eli Mason ’40, LHD (Hon.) ’78, has made arrangements to add to her current scholarship fund with an $800,000 testamentary gift from her IRA. With this gift, Ms. Milton becomes our 30th donor of $1 million or more.

- Marvin C. Schwartz ’62, LHD (Hon.) ’02 has made a new pledge of $600,000 to continue funding student excellence. Thanks to Ben Corpus for the pivotal role he played in securing this gift.

- Lilian and Joel J. Cohen ’59 made a new gift of nearly $250,000 to establish an endowment in support of programs in the Starr Career Development Center.

- Lawrence Zicklin ’57, LHD (Hon.) ’99 and Carol Zicklin gave $200,000 in support of Executive Education programs for the Zicklin School of Business. They also made a $100,000 gift in support of the Online Learning and Evaluation initiative at the Center for Teaching and Learning.

- Walter Barandiaran ’79 and his wife Jocelyn ’80 made a new $200,000 commitment to support VOCAT.

- Eight new scholarships have been established so far this fiscal year.

Overall Fundraising

Our annual fund (direct mail, telefund, email, 17 Lex Society) continues to perform strongly, with revenue up in all channels. The average gift is also up (a trend that has been sustained for 3 years). This is a promising development, and we are working to increase our new donor retention and overall donor retention above national averages as a means of driving up revenue and chipping away at our participation rate.
Scholarship Campaign

The Development Committee of the BCF and College Advancement are working toward the launch of a campaign in support of scholarships at Baruch. We are currently conducting feasibility study interviews to solicit reaction to potential themes for such a campaign and to test our ability to raise $20 - $30 million dollars in scholarship support. Over 175 alumni, foundations and scholarship donors and have been invited to take part in the study.

Annual Bernard Baruch Dinner

We are delighted to announce that we have two honorees is in place for the April 22, 2015 Bernard Baruch Dinner. We are thrilled to honor Catherine Avgiris ’80, Executive Vice President and Chief Financial Officer, Comcast Cable with the Distinguished Alumna Award, along with Dr. Robert A. Schwartz, the Marvin M. Speiser Professor of Finance and University Distinguished Professor who will receive the Distinguished Faculty Award.

Staffing

Jessica Leitner has been appointed Acting Assistant Vice President and will oversee all fundraising operations in OCA. Sidney Ko has been promoted to Assistant Director of Special Gifts, overseeing the Annual Fund

In addition, I am pleased to report that we have three new members of the Advancement team:

Mark Buhrmester joined us in November, replacing Angela Mendolaro as a front line fundraiser. Mark comes to Baruch from the Anti-Violence Project where he has served as Director of Development, a position that he was promoted to just two years after joining the organization as a Major Gifts Officer.

Kimberly Chu also joined us in November as head of the Executives on Campus program, replacing J. McLoughlin. Kimberly joins us from Borough of Manhattan Community College where she has worked for seven years in multiple roles, including as a Senior Career Advisor in their Office of Career Development and most recently as the CUNY Service Corps Manager.

Greg Leporati joined us in March as Assistant Director of Alumni Relations, focusing on social media and communications. Greg comes to us from Columbia University. He was previously communications writer and social media manager at St. John’s University.

Alumni Relations & EOC

EOC is currently serving over 225 students through its Year Long Mentoring Program, held a successful Mentor for a Morning event in November, a Mentor for an Evening event in March and looks forward to another successful Mentor for a Morning on April 30.

Regional alumni events in Washington, D.C., Chicago, Boca Raton, Miami, Tampa, Naples, Los Angeles, Delhi, India, San Francisco and Palo Alto.
Highlights of some other alumni activities include:

- Accounting Department collaboration – In collaboration with the Accounting Department, Alumni Relations sent a survey to Accounting graduates to secure updated professional information and gauge their interest in accounting programming. Additionally, nearly 40 alumni attended the annual Saxe Lecture, a significant increase from years past.

- In mid-January, Alumni Relations hosted a diploma pick up event and over 100 alumni from the classes of 2004 –2014 took advantage of the opportunity.

- The Alumni Office also hosted a lecture entitled The Brazilian Economy: Assets and Opportunities and featuring three Brazilian alumni speakers, which attracted several hundred alumni.

- On April 1, we hosted a lunch for Baruch College employees who are also alumni of the College.

- The first ever all MBA alumni reception was held on March 26.

- A professional development workshop for young alumni was held in late February.