

**Baruch College**  
**Office of College Advancement (OCA)**  
**FY 2011 Goals & Objectives**

**Spring 2011**

*Respectfully submitted to:*  
*Baruch College General Faculty*

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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:** OCA will secure \$15 million in CASH by June 30, 2011. We hope to additionally reach the \$120 million mark for the capital campaign. Overall cash fundraising has shown marked improvements over the previous year. In fact, our fundraising cash position at this point in the year is the best it has been since 2006. Baruch College raised (in cash) by the end of January 2011 over \$8.6 million. By way of comparison, for all of FY 2010, the College raised \$9.7 million. One factor in this success is that Allen Aaronson has paid the bulk of his \$3 million gift naming the Department of Marketing and International Business in this fiscal year.
  - a. **Annual Fund FY 2011** – OCA will secure between \$2.5 and \$3.5 million in unrestricted cash, or equivalent budget off-setting restricted gifts. Unrestricted fundraising continues to track positively as well. We have currently raised \$2 million towards our goal as opposed to only \$930,000 at this time last year. We will reach the remainder of our goal through the following actions and strategies:
    - i. Collect outstanding pledge payments due in FY 2011 – approximately \$1 million.
    - ii. Manage the 2011 Bernard Baruch Dinner – \$850,000 – secure two fully committed honorees, Howie Smith, and for a first time, a faculty member, Terry Martell.
    - iii. Continue to build the “17 Lex Society” & “Class Act” – leadership giving programs. Recruit a strong manager for this program.
    - iv. Expand the direct marketing program (mail & telefund) -- \$425,000
    - v. Partner with BCF Trustees in expanding their participation in solicitation.
    - vi. Establish Dean's Councils to secure unrestricted funds for the Schools as well as restricted gifts for budget offsets and establishing or expanding key programs. Key progress has been made in all three schools, with Weissman School of Arts and Sciences hosting their first meeting chaired by Hedy Feit, and the School of Public Affairs holding their first meeting – in a blizzard with Baruch College closed – under the leadership of Michael Lewan.

- b. **The Capital Campaign** Enormous strides have taken place since the arrival of President Mitchel Wallerstein in August 2011. In August, the campaign was static at \$102 million. Since that time, we have raised \$12 million and our currently at a campaign total of \$114 million -- well on track to reach our June 30, 2011 of hitting the \$120 million mark toward our \$150 million Fundraising Goal in new net cash and pledges. Key gifts over this period include Hedy Feit establishing an endowed Chair in Latin American studies. In addition, there were significant six figure gifts from the Starr Foundation, Stanley Becker '55, the Carol and Milton Petrie Foundation, and the Joseph Drown Foundation. To meet our campaign goals, we will focus on the following areas:
  - i. Refocus the College's Strategic Plan and hosted a Vision Summit to outline for our donors what we need to continue to excel in these challenging economic times.
  - ii. Expand the breadth of our contact with a well identified prospect pool. We are prospect rich and relationship poor.
  - iii. Continue the focus on school priorities: student scholarships and services, faculty support, real estate expansion, and global initiatives.
  - iv. Support the Deans in their fundraising initiatives.
- c. **Current Non-Annual Fund / Major Gift Targets:**
  - i. Scholarships (endowed and expendable) and student services and recruiting
  - ii. Secure endowed Chairs in all three Schools
  - iii. Secure funding for a student residence and for visiting faculty
  - iv. Replace historic funding that is "cliffing" in the Zicklin School and the Honors program
  - v. Name & endow the School of Public Affairs
- d. **Strategic Partnerships (Institutional Fundraising)**
  - i. Raise at least \$500,000 in restricted gifts
  - ii. Continue to maintain and nurture the relationship with the Starr Foundation.
  - 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. Complete Trustee review of best practices and leadership structure
- b. Implement new governance recommendations
- c. Recruit 5-10 new Trustees – build long-range Trustee recruitment strategy with an eye toward youth and diversity.
- d. Encourage more Trustee solicitation

## 3. **Alumni Relations**

- a. Established a local and global reach with alumni programs, from Manhattan and Long Island to Florida, California, DC, Paris, Israel and Taiwan

- b. Further efforts via social media including Facebook, Twitter and Linked In and posting alumni events on YouTube.
- c. Contracted with 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. The new web presence is set to go live in January 2011 just before our 2011 Alumni Directory is released.
- d. The Baruch 2011 Alumni Directory will be released in early 2011 and will announce the latest data on our alumni globally but also the launch of our new on-line magazine and the archive of our Baruch Alumni Brief, our electronic newsletter developed in 2007.

4. **Executives-on-Campus:**

- a. Recruited a new Executive Director
- b. Secure funding from the EOC members to support the executive director salary and programmatic initiatives.
- c. Grow the programs in a sustainable manner.
- d. Continue to build the relationship with internal constituencies, including the Starr Career Development Center and Graduate Career Management Center