

The Baruch College Fund Annual Report 81/82



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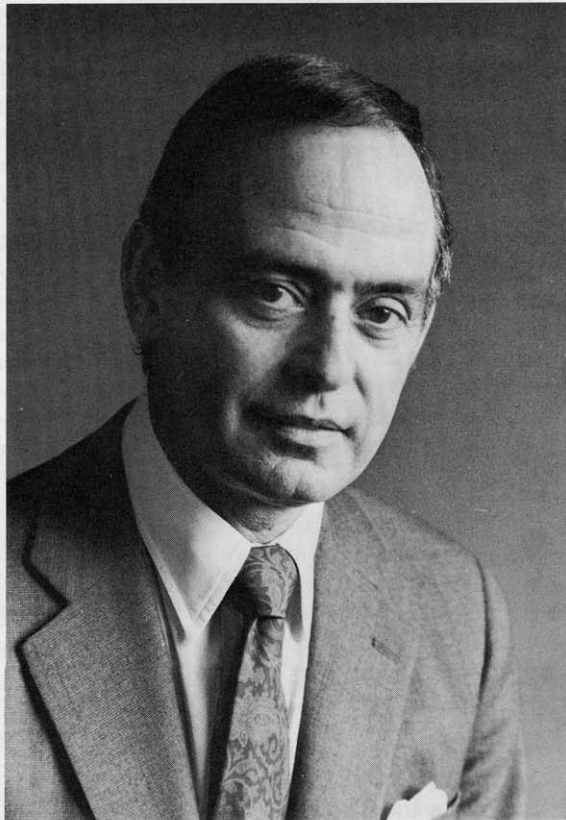
** Resigned, July 1982

Bequests

Generous friends provide bequests to Baruch College which ensure continuing financial support to the College. Gifts of \$10,000 or more may be specifically designated for a particular purpose, i.e., scholarships, lecture series, prizes, etc., and the fund so established will be maintained in the name of the donor or his/her designee.

For further information if you wish to make a bequest for a general or a specific purpose, call or write the College Relations Office: (212) 725-3355; Box 293, 17 Lexington Avenue, New York, New York 10010.

The Baruch College Fund Annual Report 81/82



Dear Friend of Baruch:

The Baruch College Fund raised \$304,250 from alumni and friends of the College in 81/82 to support programs for students and faculty.

This sum was the highest amount ever realized in the 13-year history of the Fund and puts the total of funds raised during the past four years well over a million dollars.

This is a result in which we alumni can take great pride. No public college such as Baruch can assure its commitment to quality without generous support from private individuals, especially alumni.

In the pages of this report, we will describe highlights of how your contributions were used last year to pursue quality in all aspects of college life at Baruch. And we will recognize by name each alumnus and friend who responded to the campaign appeal.

I hope we can count on your support in the coming year to continue with our shared objective of building a better Baruch.

On behalf of the Fund's Trustees—and the students and faculty who benefited directly—I thank you for your part in the Fund's work for Baruch.

Sincerely,

A handwritten signature in cursive script that reads "Aaron Shapiro".

Aaron Shapiro
President, The Baruch College Fund

The Year in Review

Each year, the faculty submits to the Trustees of the Fund proposals to enhance the educational experience of the more than 15,000 students served by the College.

These funds reward academic excellence by students and teachers. They provide for lectures, dramas, and recitals by prominent authors and artists; encourage athletic competitiveness and editorial entrepreneurship; and help faculty and students in every department of the College's three schools.

The impact of The Baruch College Fund, therefore, extends over every feature of the College. Given the pressures limiting tax-levy budget support, the role of the Fund will become more significant in sustaining quality at the College.

What follows are the major categories of programs that received Fund support during the 81/82 academic year.

Teaching and Scholarship

The Fund encourages and rewards exceptional faculty teaching and research performance in three ways: presidential awards for teaching and research; assistance in pursuing advanced studies and research; and assistance for professional travel.

During the year, President Joel Segall conferred awards to three faculty members who published outstanding books and articles and made exceptional contributions to the quality of teaching. They went to Dr. Gabriel Hawawini, professor of economics and finance, for significant publications on investment forecasting; Dr. Selma Cantor Berrol, professor of history, for leadership services in the development of a better liberal arts curriculum; and Dr. Robert A. McDermott, professor of philosophy, for outstanding teaching ability.

The Scholar Assistance Program provided faculty with monetary grants to cover such research-related expenses as reprints, typing, books, and supplies. Though the awards are small, this program has encouraged 62 faculty members in 81/82 to pursue important research projects in their fields.

The Travel Assistance Program provided stipends which enabled faculty members to attend and present papers at professional conferences in this country and abroad.

Such participation enables Baruch to sustain its role as a major center of scholarship, particularly in business-related fields. The funds are also used in the recruiting of new faculty.

Student Services

The Fund has been generous in its support of the Dean's Student Services and Loan Fund. This account serves three broad purposes: student emergency loans, annual awards for scholarship and service, and special projects.

As a result, the College can help students who merit recognition and those with a variety of personal problems. A small short-term loan, for example, is often critical to keep a student from dropping out of school.

A prize to a student who attained academic distinction not only benefits the recipient, but also encourages better performance by many other students. And the Dean's ability to have funds available to furnish (or refurnish) a college lounge adds to a better atmosphere on the campus.

The Quality of Life Program

This Program has a major impact on the daily social and cultural environment of Baruch faculty and students. It provides important opportunities for a variety of extracurricular activities ranging from athletic events to concerts to art exhibits to career workshops.

In 81/82, support to the Quality of Life Program made possible:

- concerts by the Baruch Chamber Orchestra, Jazz Workshop, College Chorus, and Concert Band in the Walter E. Nallin Recital Hall;
- a performance of "Eleonora Duse: The Image of a Great Actress," a multi-media theatrical production created and acted by Lynn Middleton as a tribute to Duse, the famous actress and theatrical innovator;
- student poetry readings;
- career conferences (utilized by over 400 students) sponsored by the Departments of Student Personnel Services and Compensatory Programs;
- a women's studies lectures series; and
- a symposium for graduate students in higher education administration.

Peer Counseling and Peer Tutoring

This program draws upon the talent and initiative of upperclassmen to help other students, especially freshmen, improve basic skills and adjust to the demands of college life.

The program trains students to take responsibility for their own and their peers' education. And it is highly cost-effective because it provides needed support services yet frees full-time members of the faculty and professional staff for students with the most severe personal or academic problems.

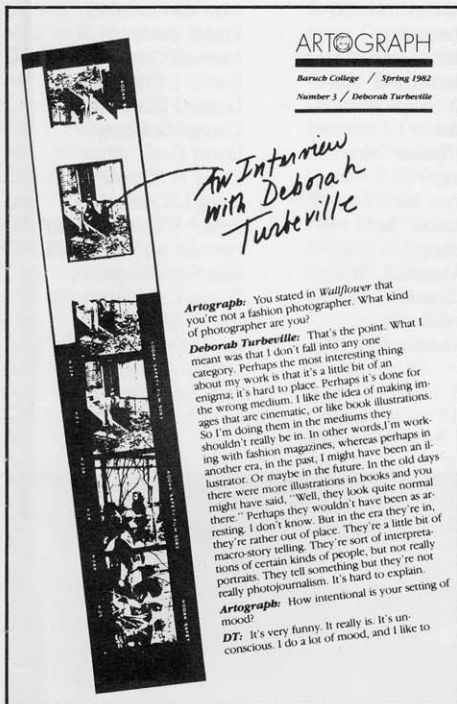
Fund support enabled 30 upperclassmen last year to provide such sessions for nearly 2,500 students each semester.

Research in Accountancy

The Fund regularly supports advanced seminars in accountancy. This forum for current research offers scholars the opportunity to have their work critically reviewed and widely reported, a feature extremely attractive to young faculty and helpful in recruiting promising teachers. More than 20 seminars were held in 81/82, featuring guest lecturers from Columbia, Harvard, Stanford, and Michigan State, as well as Baruch faculty.

Research on Business and Government

The Center for the Study of Business and Government, directed by Dr. Harold Hochman, professor of economics and finance, focuses on issues of public policy and economics that affect business generally and New York City particularly. Drawing on faculty from many departments, the Center does basic and applied research that gives information and insight to help policy and decision makers in the private and public sectors. The Center also publishes *Micropolitics*, a scholarly journal; *Political Science Abstracts*, an annual multi-volume bibliographic summary of scholarship; and the five-volume *Handbook of Political Behavior*.



Artograph: You stated in *Wallflower* that you're not a fashion photographer. What kind of photographer are you?

Deborah Turbeville: That's the point. What I meant was that I don't fall into any one category. Perhaps the most interesting thing about my work is that it's a little bit of an enigma; it's hard to place. Perhaps it's done for ages that are cinematic, or like book illustrations. So I'm doing them in the mediums they shouldn't really be in. In other words, I'm working with fashion magazines, whereas perhaps in another era, in the past, I might have been an illustrator. Or maybe in the future. In the old days there were more illustrations in books and you might have said, "Well, they look quite normal there." I don't know. But in the era they're in, they're rather out of place. They're sort of interpretive macro-story telling. They're sort of interpretations of certain kinds of people, but not really portraits. They tell something but they're not really photojournalism. It's hard to explain.

Artograph: How intentional is your setting of mood?

DT: It's very funny. It really is. It's unconscious. I do a lot of mood, and I like to

Artograph

The Fund is the principal patron of *Artograph*, a stunningly-designed magazine dedicated to providing Baruch students with exposure and experience in the graphic arts. Each issue customarily devotes itself to an intensive examination of the work of a particular graphic artist, typographer, or photographer. The spring 1982 issue focused on Deborah Turbeville, the renowned fashion photographer.

"Dollars and Sense"

Introduced in 1979 with support from the Fund, *Dollars and Sense* enjoys success and recognition from professional journalists and businessmen. It is the only undergraduate business magazine of quality in the country staffed exclusively by students. The 1982 issue presented readers with an interesting array of articles, including pieces on investing in Broadway productions, the future of the thrift industry, and the rise of personal computers.

Theater Program

The Fund sponsors the Baruch Theater Program. Directed by the Department of Speech, students from Theatron and Stagewise (the drama clubs) and other volunteers present two plays a year. Their productions expand the knowledge and experience of both the participants and the audience. In 81/82, the program featured "One Flew Over the Cuckoo's Nest" and "A Funny Thing Happened on the Way to the Forum."

Athletic Programs

The Fund plays an important role in support of a sound and successful student-centered athletic program at Baruch. The basketball team, as one example, went to the 1982 CUNY finals. (It lost by a few points in the last minute.) Most teams were competitive in their leagues; five of seven had winning records in 1982. The fencing team has a world-class member. Despite the limited campus facilities for practice and games, players and coaches have shown that skill and enthusiasm can still form the basis for a meaningful program.

Last year, Fund support provided, among other items, safety wall padding and four glass basketball backstops.

College Relations

The Fund has made it possible for the College to undertake a full range of public affairs activities and also to underwrite its own operations as a private entity.

Last year, the Fund provided assistance to enable the College Relations staff to help alumni of all classes, including members of the Alumni Association (which also participated in this support), become better informed about the College and its services to them.

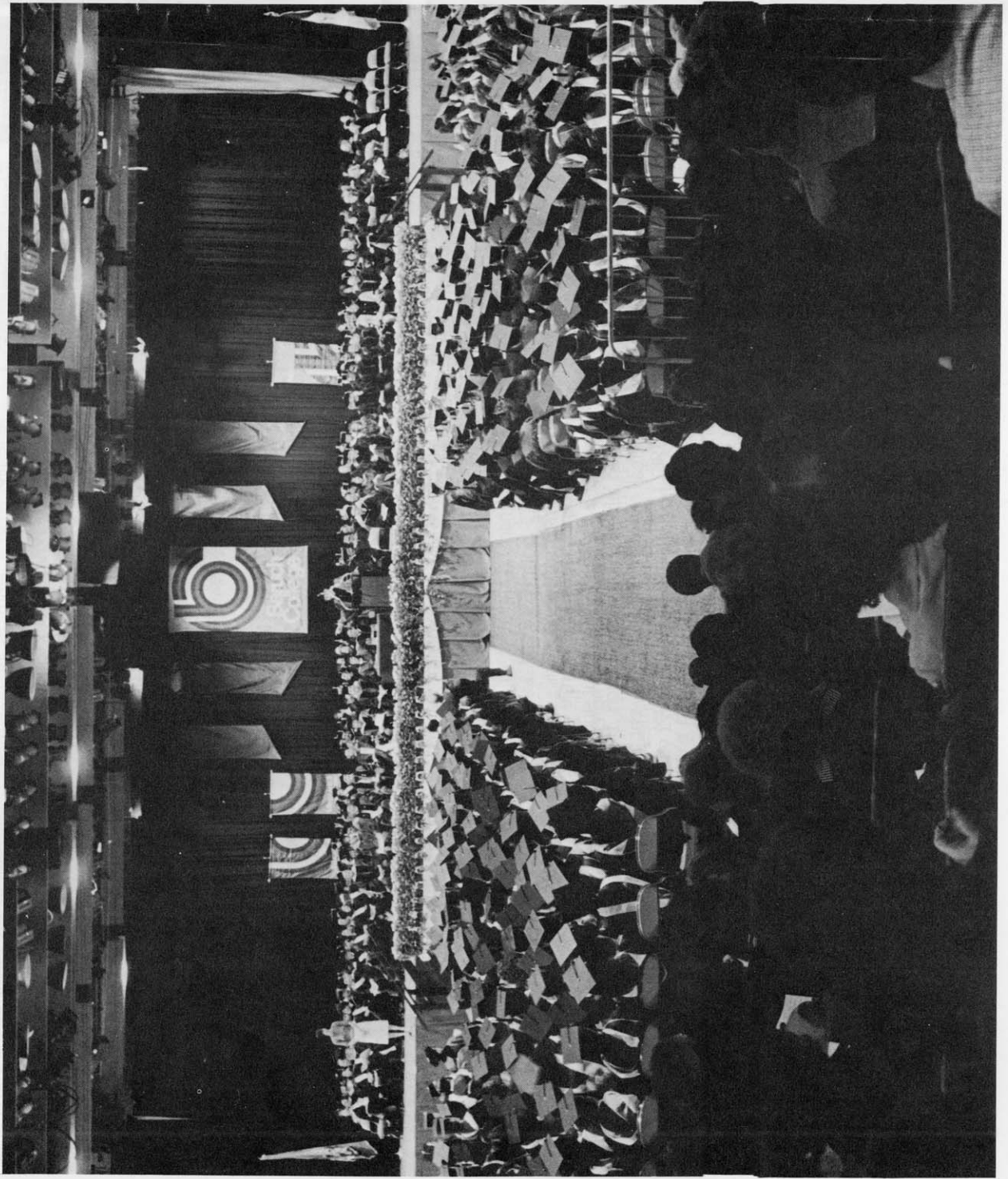
The Fund's annual budget is reviewed by a special committee of the Fund's Board of Trustees and receives regular oversight by the Board during the year. Its finances are subject to an annual audit by an independent public accounting firm whose report for 81/82 is included here. All officers and members of the Board and the various committees, including alumni and friends active in the fund appeal, serve voluntarily and without compensation.

Speiser Chair in Finance and Economics

Dr. Harry M. Markowitz, a world renowned economist and father of modern portfolio investment theory, has been appointed the Marvin M. Speiser Professor of Finance and Economics at Baruch College. The Speiser Chair was created by a gift from Marvin M. Speiser, a Baruch alumnus, Class of 1946, and chief executive of Health-Chem Corporation in New York City.

Dr. Markowitz is the author of *Portfolio Selection: Efficient Diversification of Investments*, a work which revolutionized the theory and practice of investment management and created the basic portfolio model. His other pioneering work is in the study of sparse matrices, "The Elimination Form of the Inverse and Its Application to Linear Programming." This study initiated extensive work on sparse matrix techniques and is currently used in large linear programming codes.









Mann Judd Landau

Certified Public Accountants

Accountants' Report

To the Board of Trustees
The Baruch College Fund

We have examined the balance sheets of The Baruch College Fund as of June 30, 1982 and 1981, and the related statements of support, revenue and expenses, and changes in fund balances for the years then ended. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances, except as stated in the following paragraph.

Voluntary contributions credited to current funds are not subject to control prior to initial entry in the accounting records and, as instructed, we did not request confirmation of such contributions.

In our opinion, except for the effect, if any, of any adjustments that might have been determined to be necessary had we been able to confirm receipts from voluntary contributions credited to current funds, the financial statements referred to above present fairly the financial position of The Baruch College Fund at June 30, 1982 and 1981 and the results of their operations and changes in their fund balances for the years then ended, in conformity with generally accepted accounting principles applied on a consistent basis.

Mann Judd Landau
Certified Public Accountants

New York, New York
September 20, 1982

The Baruch College Fund

Statement of Support, Revenue and Expenses, and Changes in Fund Balances

Year ended June 30, 1982

(With Comparative Totals for 1981)

	Current Funds		Endowment Funds	Total All Funds	
	Unrestricted	Restricted		1982	1981*
Support and revenue					
Contributions (note 1g)	\$284,688	\$ 82,512	\$ 1,000	\$ 368,200	\$1,023,217
Interest and dividends	454	208,605	-	209,059	156,761
Commissions	21,510	-	-	21,510	-
Miscellaneous	1,275	-	-	1,275	-
Total support and revenue	<u>307,927</u>	<u>291,117</u>	<u>1,000</u>	<u>600,044</u>	<u>1,179,978</u>
Expenses					
Program					
College Personnel assistance	30,800	-	-	30,800	22,000
Awards and grants	-	62,876	-	62,876	19,564
President's Excellence Fund	17,097	-	-	17,097	28,788
President's Discretionary Fund	18,329	-	-	18,329	17,600
Center for Study of Business and Government	18,000	-	-	18,000	10,000
Project to enhance community college life	15,775	-	-	15,775	14,511
Lectures and seminars	3,500	17,471	-	20,971	19,070
College travel	22,418	-	-	22,418	20,000
Athletic	7,925	-	-	7,925	15,000
Theater and concert	10,684	1,000	-	11,684	7,846
Journalistic	-	-	-	-	24,600
Giving report	18,971	-	-	18,971	16,695
Dollars and Sense	3,000	-	-	3,000	-
Artograph	5,600	-	-	5,600	-
Photostat machine	7,740	-	-	7,740	-
The Claire G. Sales Music Resources Center	-	46,047	-	46,047	-
Total program	<u>179,839</u>	<u>127,394</u>	<u>-</u>	<u>307,233</u>	<u>215,674</u>
Supporting services					
Management and general					
Salaries and related expenses	33,439	-	-	33,439	23,980
Consultant fees	-	-	-	-	12,076
Accounting fees	2,300	-	-	2,300	3,400
Computer service	2,960	-	-	2,960	-
Commission and fees	-	21,510	-	21,510	-
Sundry	6,210	-	-	6,210	2,729
Total supporting services	<u>44,909</u>	<u>21,510</u>	<u>-</u>	<u>66,419</u>	<u>42,185</u>
Fund raising, primarily printing, mailing, and phonothon expenses	<u>47,373</u>	<u>-</u>	<u>-</u>	<u>47,373</u>	<u>58,543</u>
Total expenses	<u>272,121</u>	<u>148,904</u>	<u>-</u>	<u>421,025</u>	<u>316,402</u>
Excess of support and revenue over expenses	35,806	142,213	1,000	179,019	863,576
Fund balances - beginning of year	28,300	331,008	1,302,699	1,662,007	798,431
Transfers					
Baruch Metropolitan Review (note 5)	5,000	(5,000)	-	-	-
Return of prior year's contributions	-	-	(2,523)	(2,523)	-
Fund balances - end of year	<u>\$ 69,106</u>	<u>\$468,221</u>	<u>\$1,301,176</u>	<u>\$1,838,503</u>	<u>\$1,622,007</u>

*Reclassified for comparative purposes.

See accompanying accountants' report and notes to financial statements.

The Baruch College Fund

Balance Sheets

June 30, 1982

(With Comparative Totals for 1981)

Assets	Current Funds		Endowment Funds	Total All Funds	
	Unrestricted	Restricted		1982	1981
Cash	\$ 10,175	\$ 51,058	\$ -	\$ 61,233	\$ 20,746
Marketable securities (notes 1c and 2)	17,206	385,054	1,285,719	1,687,979	1,572,636
Receivables					
Pledges					
The Board of Trustees of The City University of New York	-	-	-	-	5,059
Other (note 1d)	6,483	-	-	6,483	9,700
Interfund	13,461	-	15,457	28,918	25,147
Due from Baruch College Alumni Association	13,200	-	-	13,200	-
Accrued Interest	-	61,027	-	61,027	66,063
Other	6,979	-	-	6,979	8,987
Paintings (note 1e)	24,633	-	-	24,633	4,933
	<u>\$ 92,137</u>	<u>\$497,139</u>	<u>\$1,301,176</u>	<u>\$1,890,452</u>	<u>\$1,713,271</u>
Liabilities and Fund Balances					
Accrued expenses	\$ 6,486	\$ -	\$ -	\$ 6,486	\$ 3,778
Other payables					
Interfund	-	28,918	-	28,918	25,147
Baruch College and affiliated organizations	16,545	-	-	16,545	22,339
Fund balances (note 1f)	69,106	468,221	1,301,176	1,838,503	1,662,007
	<u>\$ 92,137</u>	<u>\$497,139</u>	<u>\$1,301,176</u>	<u>\$1,890,452</u>	<u>\$1,713,271</u>

See accompanying accountants' report and notes to financial statements.

Notes to Financial Statements / June 30, 1982 and 1981

Note 1 — Summary of Significant Accounting Policies

a. Organization

The Baruch College Fund is an educational corporation engaged in generating, encouraging, and promoting the educational welfare of the students of The Baruch College of The City University of New York in their relations with each other, the members of the faculty, the alumni, and the community.

b. Accounting Practices

The Fund is on the accrual basis of accounting in conformity with the American Institute of Certified Public Accountants Statement of Position for Certain Non-Profit Organizations.

c. Marketable Securities

Marketable securities are recorded at cost, if purchased, and at market value at date of receipt, if donated. Marketable equity securities are presented in the financial statements in the aggregate at the lower of cost or fair market value.

d. Pledges Receivable

Pledges for contributions, net of uncollectible amounts, are recorded as received.

e. Paintings

Paintings are stated at appraised value at dates of receipt.

f. Fund Accounting

The assets, liabilities, and fund balances of the fund are reported in three self-balancing fund groups as follows:

- (i) Unrestricted funds, which represent funds available for any purpose in performing the primary objective of the fund.
- (ii) Restricted funds, which represent resources currently available for use, but expendable only for operating purposes specified by the donor or grantor.
- (iii) Endowment funds, which represent donated gifts with the stipulation by the donor that only the income earned on the principal can be used.

g. Support and Revenues

All contributions are considered to be available for unrestricted use unless specifically restricted by the donor.

Note 2 — Marketable Securities

A summary of marketable securities held at June 30, 1982 follows:

	Carrying Value	At Market Quotations
Money market funds	\$ 214,830	\$ 214,830
U.S. government obligations	1,056,629	955,813
Corporate bonds	393,598	350,318
Foreign bonds	200	200 *
Common stock	22,722	22,722 **
	<u>\$1,687,979</u>	<u>\$1,543,883</u>

* Valued at cost.

** Estimated values.

Note 3 — Income Taxes

The fund is exempt from United States federal income taxes under Section 501 (c)(3) of the internal revenue code.

Note 4 — Donated Services

The value of donated services received from affiliated organizations and others is not reflected in the financial statements as the amounts are not considered significant.

Note 5 — Interfund Transfers

During the year ended June 30, 1982, the trustees authorized the transfer of the Baruch Metropolitan Review from the Restricted Fund to the Unrestricted Fund. The restricted principal amounted to \$5,000.

Note 6 — Income on Endowment Fund

All income earned on the endowment fund principal balances are reflected in awards and grants of the Restricted Fund Balance. The average interest earned was approximately 14-3/4%.

