



**BE IN THE LIFE-CHANGING BUSINESS.**  
**SUPPORT THE BARUCH SCHOLARSHIP CAMPAIGN.**

January 29, 2017

Happy and healthy New Year! I hope that your 2017 is off to a great start. As the year gets underway, I wanted to share some great news about Baruch that you helped to make possible:

1. The [Scholarship Campaign](#) is moving full speed ahead, raising \$13.2 million towards our \$15 million goal. **You are literally changing lives—thank you!**
2. The College received terrific coverage in last week's *New York Times Sunday Review* section. An article titled "[America's Great Working-Class Colleges](#)" reported on a longitudinal study that tracked students "from nearly every college in the country (including those who did not graduate), measuring their earnings years after they left campus."

The study reported that CUNY propelled **six times** as many low-income students into the middle class and beyond as all the Ivy League schools, plus Duke, Chicago, MIT, and Stanford, *combined*. **Almost 80%** of Baruch students who entered Baruch in the lowest-income quintile ended up, after graduation, in the third or higher quintile. This is time and again the Baruch story that so many of us share.

Baruch continues to offer access to academic excellence in large part thanks to the scholarships made possible by your generosity. I encourage you to read and proudly share the *New York Times* article, and inspire your network to join you in [providing Baruch scholarships](#).

Warm regards,

Jay Berman '59  
Chair, Scholarship Campaign  
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