

A TIME FOR GIVING: THE BARUCH COLLEGE STORY

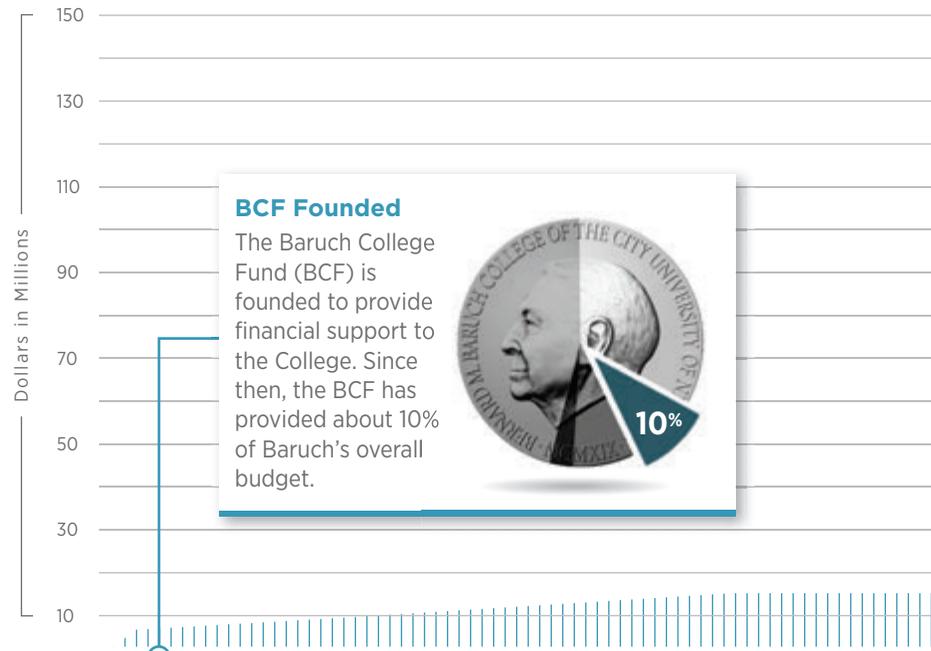


It All Starts Here

The Free Academy is founded on Lexington Ave. as the first free institution for public higher education in the United States.

Baruch Stands on its Own

Baruch becomes a Senior College in the CUNY system.



1847 1953 1968 1969 1997 1998

The Namesake

A substantial gift from Bernard M. Baruch leads to the renaming of the School of Business and Civic Administration of the City of New York to the Bernard M. Baruch School of Business and Public Administration.



The Art of Communication

The Bernard L. Schwartz Communication Institute is founded to encourage the emphasis of oral, written, and computer-mediated communication across the curriculum at Baruch College.

A New Name for Arts and Sciences

The School of Liberal Arts & Sciences is renamed the Mildred and George Weissman School of Arts & Sciences in honor of the Weissmans' \$10 million donation, the largest cash gift that a CUNY college had ever received to that date. On the 15th anniversary of the naming, Mildred Weissman makes a multimillion-dollar gift to continue their legacy at Baruch.





Z Stands for Business

The Zicklin School of Business is named to honor the generosity and ongoing commitment to public higher education of Lawrence Zicklin ('57, LHD [Hon.] '99) and his wife, Carol.



Executives Pay it Forward

More than 300 executives take part in the Executives on Campus (EOC) program, which enlists senior-level executives to partner with Baruch students, teaching them the skills they need to access top-level jobs.



Baruch Bearcat Makes Its Debut

2000

Wall St. Comes to Baruch

With the generous support of Stuart Subotnick ('62, LLD [Hon.] '97) and Bert W. ('54) & Sandra Kahn ('55) Wasserman, the Zicklin School opens the Wasserman Trading Floor in the Subotnick Financial Services Center, the only business school resource of its kind in NYC.

2001

Campus Rising

The Vertical Campus (VC) building at 55 Lexington Avenue opens, with its 14 stories curving skyward. In 2005, the VC is renamed the William and Anita Newman Vertical Campus (NVC) in honor of alumnus William Newman ('47, LLD [Hon.] '97) and his late wife, Anita.



2002

#46 MPA

U.S. News & World Report



A Quiet Beginning

The largest capital campaign in Baruch's history commences with one of its first, and largest, gifts by Lawrence Zicklin ('57, LHD [Hon.] '99) and his wife, Carol. The goal of the campaign is to raise \$150 million to support students, faculty, and the future of Baruch.

17 Lex Building Renamed

The building at 17 Lexington Ave, a historic hub built in 1929 to house CCNY's School of Business and Civic Administration, is renamed in honor of alumnus Lawrence Field ('52, DCS [Hon.] '11) and his late wife, Eris.

\$30 million raised to date

The Ticker Keeps Ticking

Student newspaper celebrates its 75th anniversary.



2005

2006

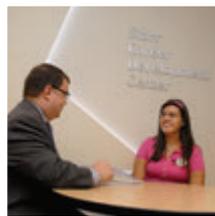
2007

#25 Part-Time MBA

U.S. News & World Report

Starr Turn

A multimillion-dollar gift from the Starr Foundation enables Baruch College to take a significant leap forward in career development services. In honor of their gift, Baruch



renames its career development center the Starr Career Development Center (SCDC).

It's the Pre-Law

Max W. Berger ('68) establishes the Max Berger Pre-Law Fellows program to help Baruch students gain admission to the nation's top law schools.

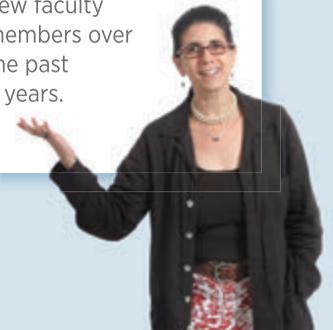


#51 Undergraduate Business

U.S. News & World Report

More Faculty

Baruch adds 50 new faculty members for the academic year and 159 new faculty members over the past 5 years.



#41 Undergraduate Business

U.S. News & World Report



Lang Program Endowed

A faculty fellowship program, endowed by

entrepreneur and philanthropist Eugene M. Lang, provides junior faculty with the funds to conduct research and explore new areas of inquiry.

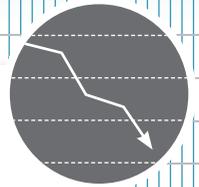
Legacy Giving

The College's Benchmark Society, recognizing those who have made a planned gift, grows by 17%, adding 29 new members. Bernard Baruch himself left a sizeable portion of his estate to the College more than 40 years ago.

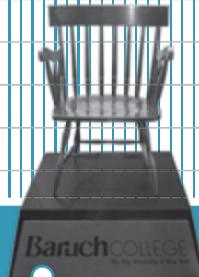
\$98 million raised to date

Caught Up in the Crash

College endowments are hit particularly hard by the economic crisis, and the Baruch College Fund was no exception.



2008



2009



Endowed Chairs

David Krell (MBA '71) establishes The David Krell Chair in Finance and Economics. Endowed chairs allow a professor to conduct research, to work closely with junior faculty members in their research, and to co-author professional papers. In 2011, the Valentín Lizana y Parragué Chair of Latin American Studies is created by Hedwig Feit.

Matching Challenge

Solomon Freedman ('49) issues a challenge to young alumni. They respond with gifts and pledges of over \$40,000 to help current students.

#6 Master's Degree Granting Public College

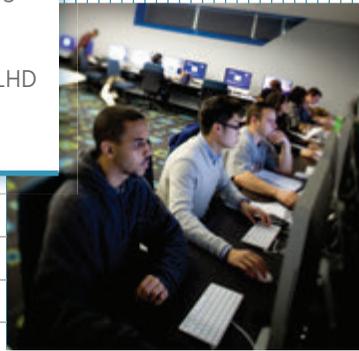
U.S. News & World Report

\$100 million raised to date

#19 Best College Buy
Forbes magazine

Where Journalism Happens

Baruch unveils Studio H, a state-of-the-art journalism laboratory to bring cutting-edge technological capabilities into the classroom. The facility is made possible by Ruth Ann (LHD [Hon.] '11) and William F. ('68, DCS [Hon.] '11) Harnisch.



Top 10 MFE Program
Quant Network

It's a Class Act

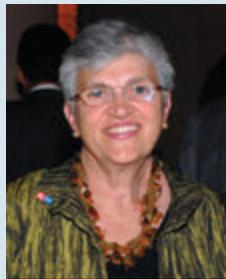
Since the launch of the Class Act program in 2006, more than 40 alumni have made gifts that permanently name classrooms and lecture halls.

One of The Best 373 Colleges
The Princeton Review

#17 Undergraduate Programs for Entrepreneurship
Entrepreneur magazine

2009 *(continued)*

2010



SPA's Greatest Gift

Amelia Hagedorn ('58) provides a generous gift of \$1 million to support scholarships and paid internships for undergraduate and graduate students in the School of Public Affairs (SPA), as well as general support for SPA and the College.

Campaign Goes Public

Baruch College publicly announces the most ambitious campaign in its history, *Baruch Means Business—Reaching New Heights of Excellence*, at the 20th annual Bernard Baruch Dinner, having already secured \$96 million in gifts & pledges.

Living in Style

Baruch's first-ever residential students move in for the Fall 2010 semester.



\$113 million raised to date

Department of Marketing & International Business Dedicated

Allen G. Aaronson ('48) makes a generous gift to rename the department as the Allen G. Aaronson Department of Marketing & International Business.



\$121 million raised to date

#60 Part-time MBA

Businessweek national rankings

Commissioner's Cup Trophy

Most successful athletics program among CUNY senior colleges (8 championship teams).



2011



Simon Says

Lawrence J. Simon ('65) and his wife Sandra provide an infusion of flexible funds, and in recognition of this donation and his accomplishments as BCF president, the College names the largest conference room in the NVC in their honor.

2012

Top 100 Multicultural students graduated

Diverse: Issues In Higher Education magazine

Great Works Recognized

Aaron Shapiro ('49, LHD [Hon.] '89) creates the Joel Segall Great Works Reading Series in honor of former Baruch College President Joel Segall.



**\$139 million
raised to date**

Record # of Donors

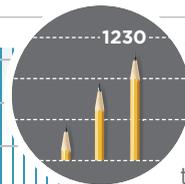
The Baruch community sets a new record for the number of individuals supporting the BCF: 6,287.



#20 Best Buy College

Forbes magazine

**MFE Team
Wins Rotman
International
Trading
Competition**



**SAT Scores
Rise to 1230**

Thanks, in part, to the financial support of Marvin C. Schwartz ('62, LHD [Hon.] '02) and his wife, Donna, SAT scores continue to climb.



**Great American
Pastime**

Commencement held at Citi Field in Queens.

2012 *(continued)*

2013

Aid for Students in Need

More than 46% of undergraduates receive need-based aid. Thanks to this campaign, the BCF provides scholarship aid to over 600 students with an average scholarship amount of \$3,149.

Hurricane Relief

The Carroll and Milton Petrie Foundation makes an additional gift for the student emergency fund after Superstorm Sandy.

17 Lex Society

Baruch's leadership giving club sees a record number of annual members, 551.



Jewish Studies Center Named

Only two years after its launch, The Jewish Studies Center receives a generous gift from alumna Sandra Kahn Wasserman ('55) and is renamed in her honor. In addition, William Newman ('47, LLD [Hon.] '97) makes a significant gift to create and endow a directorship for Jewish Studies.

Interim Plaza Opens on 25th St.

Donors Daniel Clivner ('85) and Lawrence Field ('52, DCS [Hon.] '11) fly in for the opening of the 25th St. Interim Plaza and to recognize the leadership of West Coast alumni in the Plaza effort.



Campaign Concludes - over \$150M raised

The successful conclusion of the *Baruch Means Business Campaign* is announced at the 24th annual Bernard Baruch dinner. The College surpassed its goal of \$150 million.



Zicklin Dean's Chair Endowment and Faculty Supplemental Support Fund Push Campaign over the Top

A Monteforte Foundation gift endowing the Willem Kooyker ('71) Dean of the Zicklin School of Business and a Faculty Supplemental Support Fund, ensures that Baruch will be able to attract and retain a top notch dean and outstanding faculty.

Zicklin: "2014 Best Business Schools"

*U.S. News &
World Report*



Baruch's Bright Future

With incoming freshman SAT scores rising to an average 1230, Baruch College looks forward to growth and continued excellence. Some visible expressions of the Baruch College Strategic Plan 2013-2018 are on the horizon. In 2011, the Undergraduate Student Government decided to "tax" itself—a \$30 surcharge on student fees per student per semester—to collect money to build a new Student Center. The fee will generate \$1 million a year to create a \$3 million acquisition fund for the center. The renovation of the Field building at 17 Lex is being planned to deliver a more modern, accessible, and sustainable building to service the College's growing student body, faculty, staff, and the community. And down the road, literally as well as figuratively, a residence hall. Work has already begun to transform the 25th Street Interim Plaza into a permanent Plaza, which will create a true sense of campus for Baruch for the first time in its history. Beyond our campus—and our nation—our Global Initiatives Program has already reached out to form partnerships with universities and government agencies abroad, including in Turkey, Belgium, Brazil, and China. Baruch College is well on its way to creating an international presence in graduate, undergraduate, and executive education.