

ADVANCING LAU'S INTERESTS

A. Advancement Division and Development Office

Great achievements such as those detailed in this report require substantial financial outlays. They are the direct result of the loyal support of our extended donor community. This year more than ever the generosity of our supporters underpinned financial aid and programs on both campuses, with an unprecedented in-flow of monetary and in-kind gifts.

The Advancement Division has launched several new strategic initiatives, adding a new office for annual giving, engaging the deans in fundraising to increase outside funding for their respective schools, and assessing and strengthening our communications programs. The Development Office, with teams in Beirut, Byblos and New York, continued to promote the university's advancement through the cultivation and stewardship of donors and engagement with the community.

In October 2015, the Office of Development brought together all of LAU's deans and advancement leaders for a two-day fundraising workshop, encouraging the academic leadership to actively participate in the university's fundraising efforts. (Check SOE section p.17)

Most spectacularly, as of December 2015 the concerted efforts of the university community led us to meet our fundraising goals a year ahead of time. LAU's latest campaign, "Fulfilling the Promise," achieved more than \$103 million in donations, exceeding the original target of \$100 million.

Another highlight of December 2015 was the fourth LAU Gala Dinner held at the Phoenicia Hotel. All proceeds went toward the Gala Dinner Endowment Scholarship Fund, benefitting needy and qualified students.

To further recognize donors' generosity, we have launched the LAU Contributors Report, to be produced annually.



The 2015 Gala honored longtime friend and supporter Adnan Kassar, president and chairman of Fransabank.

B. Unbreakable Ties with Alumni

LAU is justly proud of its alumni, an emotion that is mutually reciprocated. Our graduates' strong attachment to their alma mater tangibly contributes to the institution's progress from strength to strength. Forty-one alumni chapters spread across nearly 90 countries regularly promote LAU, maintaining a bridge between the university, its alumni, and the communities in which they live. In February, the existing chapters were joined by a special chapter for USP graduates, following an agreement between USAID and LAU. Both individually and through the chapters, alumni from across the globe continued the tradition of raising funds for deserving students to be able to attend LAU.

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This past year, both campuses showcased alumni reunions, attracting graduates to educational lectures and workshops as well as business networking events. The Alumni Mentoring Program allows our students to benefit from their predecessors' professional knowledge, experiences and networks. Meanwhile, the alumni lecture series brought together alumni of all backgrounds and ages, pairing topics of general interest with top-notch lecturers.

"University prepares us for the longest stage in our life, and the administration had the vision and foresight to develop a strong curriculum and bring in intelligent highly experienced industry veterans to teach us." - LAU alumnus Samir Abou Samra, chief technology officer of DigiPen. For his work on developing medical simulations based on Human Behavioral Descriptive Language, Abou Samra was awarded a doctorate by the École Polytechnique Fédérale de Lausanne (EPFL).



LAU alumna Hind Alowais made history by becoming the first Emirati to join the UN's New York headquarters as a permanent staff member. She is a special advisor for the UN Entity for Gender Equality and the Empowerment of Women.

C. Sharing Our Successes Far and Wide

Throughout 2015-2016, our Public Relations unit vigorously promoted LAU, through audio-visual and written media (including interactive videos), social media such as Facebook, Instagram, Pinterest, YouTube, LinkedIn, and Twitter, and more than 100 TV/Radio appearances and 3000 press clippings.

The Marketing & Communications department actively engaged in numerous strategic academic activities, updating websites across our campuses, helping schools develop their brochures, advising on a new visual identity for LAUMC-RH, managing and producing several major publications, including the highly regarded flagship LAU Magazine & Alumni Bulletin, organizing photo-shoot sessions, producing promotional videos, reviewing and updating artwork for diverse university publications and stationery, among other initiatives.