

ADVANCING LAU ON ALL FRONTS

A. Advancement Division and Development Office

The teeming intellectual, entrepreneurial and social activities of LAU would be impossible without significant financial investment. The fact that they are at all possible is due directly to the loyal support of the university's extended donor family. More than ever before, in AY2016-2017 the generosity of LAU benefactors supported its ability to carry on, through an unparalleled influx of monetary and in-kind contributions.

Over this past year, the Advancement team significantly increased the number of incoming gifts and the number of donors, while starting new initiatives, such as engaging deans in fundraising in order to augment outside funding for their respective schools. These efforts come in the wake of the successful completion of the *Fulfilling the Promise* campaign, which raised \$103.9 million last year.

Plans for a third comprehensive campaign that will respond to the well-articulated needs of SPIII are in the works. The five-year campaign will raise funds that will be directed toward investing in the future of LAU and transforming it to benefit students, faculty, staff, the community and beyond. It will generate important resources for three critical areas: growing the scholarship and financial aid program; bringing more world-class faculty and new programs to LAU's campuses; and establishing more state-of-the-art facilities. Board members, volunteers, campaign cabinet members, friends, alumni, parents, faculty, staff and students will all be encouraged to play a role in LAU's future, and achieve the university's ambitious goals by investing together in these top priorities.

With the new campaign soon underway, LAU's Development Offices both in Lebanon and in New York have been active in cultivating new donors and writing grant proposals for funding specific projects. A focus has also been put on developing a new website, planning new trips for the president, running an effective Phonathon campaign, growing the Senior Class Gift "Plant Your Class Tree" giving program, and helping plan the successful third conference on medical education. The hard work of the development team in particular this year paid off in handsome gifts from the Makhzoumi Foundation, Talal and Maha Shair, Brummana High School Cultural Society, Midis Group, and Joe Abi Ghosn, among many others.

For the first time this year, support from embassies played a major role in helping LAU put on more cultural and educational activities. This was the result of the Office of Development's focus on collaborating with diplomatic missions to Lebanon, linking them with university faculty and staff in order to create enriching events for the university community and beyond. From off-campus plays held free of charge in Nabatieh and Tripoli to numerous workshops and lectures, the embassies of Norway, Switzerland, and Italy, as well as the Italian Cultural Institute contributed considerable resources toward programming student-centered activities throughout AY2016-2017. The university is grateful for this support, and especially that of the Norwegian Embassy which contributed a major gift that allowed LAU to hold its annual two-week Media and Digital Literacy Academy (MDLAB).

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Publications

The newly launched LAU Contributors Report, produced by the Development Office for the second year, is a vital part of the institution's donor relations and stewardship efforts and aims to recognize and acknowledge the university's supporters as well as inform them, and the community, of the latest fiscal year's achievements and successes in terms of the university's development and advancement.



Special Issue of LAU Magazine, finalized by the Development Office, commemorating the *Fulfilling the Promise* campaign.



The fifth Annual Fundraising Gala Dinner, held on December 1, 2016 at the Pavillon Royal, BIEL, celebrated the closing of the *Fulfilling the Promise* campaign. As with previous galas, all proceeds were directed to the Gala Dinner Endowment Scholarship Fund, to provide needy and deserving students with an excellent education that would otherwise be inaccessible.

B. Alumni: Keeping Up

LAU's alumni are the university's pride, and they, in turn, are proud of their alma mater. Across nearly 90 countries on five continents, more than 40 alumni chapters – with constantly growing memberships – maintain regular networking activities and organize successful gala dinners in support of financial aid and scholarships, remaining in constant touch throughout with the Alumni Relations Office. Through their active service to their own communities and contributions to LAU, its graduates demonstrate the depth of the bond they feel for the institution that provided them with both a stellar education and a profound commitment to changing the world for the better.

As always, the passing year was graced by numerous alumni reunions, as graduates came back to the Beirut and Byblos campuses for educational lectures and workshops, and business networking events. The Alumni Mentoring Program continued to successfully match students with alumni to benefit from their professional knowledge, work experiences and networks. And the Alumni Lecture Series once more gathered graduates of all backgrounds and cohorts, a sure signal that LAU students' intellectual curiosity continues to flourish after they leave LAU's ivy-covered walls.

Approximately 350 participants – including alumni, company representatives and LAU officials – attended this year's Business Networking Reception, held in April 2017 at the Phoenicia Hotel in Beirut. For the first time, the annual reception included a panel discussion, titled "Modern Trends in Recruitment and Selection" and involving four speakers from the fields of pharmacy, banking, construction and advertising.



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C. Trumpeting LAU's Success

The 2016-2017 academic year was marked by the restructuring of the Marketing and Communications department (MarCom), which now encompasses Media and Public Relations together with Branding and Communications. The resulting integrated communications approach gives the university an essential edge in today's competitive higher education marketplace and highly fragmented and digital-led media landscape. Throughout the transition, LAU's communications and public relations professionals continued to vigorously promote the institution via all possible channels — including traditional print, broadcast and social media, as well as other impactful communications tools (including the university website, key publications and audiovisual materials).

Examples of a successful integrated communications effort included MarCom's coverage of the groundbreaking of the Antoun Nabil Sehnaoui–SGBL Athletics Center in Byblos, the first graduating class of the fashion design program, and the 2017 Commencement exercises. The synergies achieved in the overall integration efforts have translated into high engagement levels across many of the university's owned and earned channels. Website traffic, social media engagement and media coverage have notably improved as a strengthening result.

