



**AMERICAN
UNIVERSITY
OF BEIRUT**

OFFICE OF COMMUNICATIONS

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FOR IMMEDIATE RELEASE

The American University of Beirut's Office of Advancement Team Wins Catalyst Award

The American University of Beirut (AUB)'s Office of Advancement was announced as a Catalyst Award winner for Institutional Advancement during Anthology Together, Anthology's annual user conference, on July 17-19 in Nashville, Tennessee. AUB was one of 40 winners chosen from among 109 nominees from institutions in 21 countries.

This award honors institutions that have made significant changes to enhance the alumni and donor experience using Anthology solutions, which support learners and institutions with the largest EdTech ecosystem on a global scale.

Through the Catalyst Awards, Anthology - a leading provider of education solutions that support the learner lifecycle - recognizes and honors innovation and excellence within its global community. Winners are recognized across nine categories and selected by a cross-functional team of Anthology experts and represent the very best in their field.

The Institutional Advancement category of the Catalyst Award acknowledges institutions that have implemented noteworthy strategies to improve alumni and donor experience through the utilization of Anthology solutions. Notable examples of programs eligible to win a Catalyst Award for Institutional Advancement include the launch of effective communication strategies to

strengthen alumni and donor relations, as well as the development of personalized initiatives to boost engagement and support.

Dr. Imad B. Baalbaki, Lina Jazi, Salma Oueida, Justin Tessier, Claudia Sarrouh, Samar Nassar, and Susanne Lane led the highly successful AUB4Beirut Run, which was supported by the university's Offices of Advancement and Communications.

"The AUB4Beirut Run engages our alumni community around the world in support of the university and the city of Beirut, Lebanon. The Anthology suite of tools has been invaluable to our efforts to promote and grow this important and impactful global initiative," said Lina Jazi, associate vice president for AUB alumni relations in North America.

Launched for the first time in September 2020, in the immediate aftermath of the catastrophic explosion in the Beirut port to raise urgently needed funds for the community in Beirut, the AUB Medical Center, and initiatives on the AUB campus, the AUB4Beirut Run has become an annual global event. AUB alumni and friends from around the world participate by running, walking, hiking, biking, and more, to raise funds for the university and the recovery of Beirut.

"I am deeply grateful – and very proud – of my colleagues for their exceptional work on this important initiative," said Dr. Imad Baalbaki, senior vice president for advancement and business development at AUB. "Alumni and friends in 16 countries and 33 alumni chapters participated in AUB4Beirut Run 2022. We are expecting even greater participation in 2023."

"We're pleased to honor this year's Catalyst Award winners for their commitment to improving the educational experience for all learners through EdTech and sharing these insights with the broader community," said Jim Milton, chairman and chief executive officer at Anthology. "We're proud to partner with institutions who are innovating to advance student success."

For more information on the Catalyst Awards, please visit:

<https://www.anthology.com/catalyst-awards>

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 800 full-time faculty members and a student body of over 8000 students. AUB currently offers more than 120 programs leading to bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full-service 365-bed hospital.

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