Communications Synergy Committee
Progress Report, March 30, 2016

Members
- Joel Malina, Vice President for University Relations, Chair
- David Bebko, Associate Dean and Chief Marketing Officer (Johnson)
- Melissa Britcher, Manager of Strategic Priority Communications (University Communications)
- John Carberry, Senior Director for Media Relations (University Communications)
- Aaron Fowler, Web Administrator (CALS)
- Al Gonzalez, Executive Director of Marketing and Communications (SHA)
- Joe Lyons, Interim Director of Communications (AA&D)
- John McKain, Associate Vice President for University Communications
- Amy Newman, Senior Lecturer (SHA)
- Sandra Paniccia, Executive Director, Marketing and Communications (Johnson)
- Helene Schember, Launch Preparations Manager
- Sarah Magnus-Shafer, Director, Public Relations and Communications (Johnson)
- Samara Sit, Assistant Dean for Communications (CALS)
- Rohit Verma, Dean Designate of External Relations, College of Business

Communications Committee Charge
1. To define and oversee communications strategies to engage key internal and external stakeholder groups.
2. To ensure consistency of message across all communications.
3. To identify potential risks in need of attention and deliberation.

Committee Actions
The Communications Synergy Committee meets on a weekly basis to outline and implement communications strategies that are intended to keep both internal and external stakeholders apprised of planning surrounding the new college, as well as opportunities for faculty, students, staff and alumni to engage in the planning process.

Business Website – Following the Jan. 30 announcement, the business.cornell.edu website was converted to an informational clearing house through which stakeholders can connect to the College of Business planning process. The site has transformed from a single-statement, FAQ and feedback form to include detailed information about the committees and copies of communications. This site is updated regularly as new information is available (e.g. Chronicle articles, committee progress reports, etc.).

The number of unique page views as a percentage of total page views has remained consistent at about 65 percent, meaning that new audiences are coming to the site to find information. This is a significant number given that visitors are finding the site through different channels such as the Cornell Chronicle, social media and external media sources. The site is attracting a global audience, with visitors from major U.S. and international cities. About half of the traffic is from New York state. In total, traffic has stabilized at about 1,200 page views per week, with nearly
half of that traffic being generated by new visitors. Both the site and social media is balanced to include internal and external audiences.

**Chronicle coverage** – To date, the Cornell Chronicle has published five CCB articles on the progress of the planning committees. Chronicle coverage going forward will include Q&As with CCB deans and deputy deans and reports on town halls, webinars and other events.

**“Why a College of Business?” video project** – The committee is creating an initial series of 14, two-minute videos with an emphasis on unscripted comments from College of Business leaders as well as faculty and students from Johnson, Hotel and Dyson. Once this initial set is complete, we will continue to expand voices for international media and as new issues and opportunities arise.

**Social Media** – Following the announcement, we worked to respond to all comments and concerns posted to social media. We will continue to monitor and engage with the online community; post updates, Chronicle stories and external media coverage; and work to promote the “Why a College of Business?” video series.

**Alumni Communications** – Alumni are among our most critical stakeholders, and extra efforts have been made to ensure that Dyson, SHA, and Johnson alumni are informed about and engaged in the formation of the new college. In addition to regular articles in the Cornell Chronicle and EZRA update, the Communications Synergy Group has been guided by Alumni Affairs & Development leadership in alumni engagement centrally and at the college level through frequent email communications, meetings and conference calls. Here is a full list of alumni communications.

**Communications Updates by College**

- **Dyson/CALS** – CALS Communications has engaged with related requests from University Communications, providing voices for media opportunities. Dyson social media streams are being utilized to share information about the new college, including informational gatherings for students and faculty. Several school-wide messages have been drafted and sent on behalf of Dyson leadership, and admissions talking points have been prepared.

- **Johnson** – Dean Soumitra Dutta continues to engage the Johnson community through meetings and emails, addressing concerns and providing updates on the new college. The Johnson admissions office has also been communicating with prospective students. Domestic and international media placements were secured detailing the establishment of CCB and highlighting Dutta’s new role as Dean of CCB. Chronicle and media coverage have been posted to the Johnson website and amplified on social media channels.

- **SHA** – SHA and CCB leadership have held several meetings with faculty, staff, students and alumni. Special focus has been placed on alumni engagement, with SHA communications working to support several meetings, webinars, email messages and
direct communications. SHA has posted related CCB Chronicle and media coverage on its social media channels, and has worked with University Communications to provide faculty and student voices for media opportunities.

Next Steps
The Communications Committee will continue to seek ways to clarify messaging and update the community as next steps are reached in the planning process. The committee will also continue to seek ways to tell the story of Cornell’s excellence in business and entrepreneurship and the excellence of the three colleges.