Cornell College of Business  
Alumni Engagement Committee  
Progress Report 3.1.16

**Members:** Nicole DelToro (Arts '91), Fred Van Sickle, Robert Alter (Hotel '73), Chris Barrett, Dave Breazzano (Johnson '80), Jennifer Davis (CALS '99), Sharon Detzer (CALS '88), Dan Dmochowski (CALS '86), Soumitra Dutta, Meghan Hauser (CALS '92), Michael Johnson, Meg Keilbach (CALS '88), Joe Lavin (SHA '75), Bill McAleer (SHA '73, Johnson '75), Suzanne Mellen (SHA '76), Kim Mullarkey (CALS '88), Gene Resnick (CALS '70, Weill Cornell '74), Sean Scanlon, Stanley Sun (SHA '00, Johnson '05), Mark Thompson (SHA '08), Rohit Verma, Kim Wagner (CALS '85), Eileen McManus Walker (Arts '76, Johnson '78)

**Staff Support:** Jim Mazza (CALS '88), Joe Lyons (HumEc '98), Helene Schember

The Alumni Engagement Committee formally convened on February 29 to discuss the committee charges, hold discussions on key questions, and outline a plan for committee activity moving forward.

While membership of the committee includes representation from all programs, it was emphasized that members not only need to represent their own constituencies but also the other constituencies and Cornell more broadly.

The Committee charges were reviewed:

- Define processes for alumni engagement and communication across the three schools.
- Identify existing and emerging opportunities that exist across all three schools that will increase alumni engagement and participation.
- Provide opportunities for engagement of and communication with the alumni community around planning and ensure alumni perspective is shared with appropriate committees.

It was decided that the committee would divide into three working groups to focus on specific deliverables. Members will serve on at least one working group, but may serve on additional groups if interested. The three working groups are as follows, with some areas each may address (though these will be expanded as needed by the working groups):

- **Alumni Advisory Councils and Related Alumni Governance (led by Bob Alter):**
  - College and School Advisory Councils are an important component of Cornell’s culture – both in providing counsel to deans and directors but also in the engagement of alumni. How might we recommend advisory councils be employed with the new College of Business?
  - How would a CCB advisory council interact with the advisory councils of the three individual schools? Should there be formal representation? What would be the major communications channels/methods?
  - What other ways can we suggest alumni become involved as advisors and advocates for the individual schools and/or for CCB, either in the short-term or the long term?

- **CCB and Cross-School Alumni Engagement (led by Dave Breazzano):**
  - What are the opportunities for cross-school, or college-wide alumni engagements?
• What methods or approaches might engage alumni, parents, and friends who don’t have a “natural affinity” to one of the schools or the College of Business but whose personal or professional interests might lead to involvement?

• How can we better leverage university-wide alumni engagement programs such as the Cornell Entrepreneur Network, Cornell Silicon Valley, and other offerings to serve as a connection point for the individual schools and/or the College of Business?

• What philanthropic opportunities of potential interest to alumni and friends of Cornell might benefit the CCB or further cross-school collaborations?

• Alumni Communication (led by Jennifer Davis):

  o What additional steps should we take to engage alumni and friends in a dialogue about the new College of Business?

  o What can be done to continue to promote the unique identities of the schools, while also bringing attention to the potential impact of the CCB?

  o How might communication about CCB, the individual schools, and other business-related subjects be improved in the future?

  o How might we use existing alumni networks, organizations, or affinities to bolster alumni communication and engagement?

Updates were shared on the alumni engagements over the past month, including almost 500 people participating in online alumni fora. While many submitted questions that were able to be answered, there were also many questions that were not able to be addressed. Answers to these questions are being compiled for sharing in near future. Common themes and questions included:

  o Will the CCB be a state school or a private school? How will this impact tuition?

  o Will schools be able to enroll more freshman under this plan? If so, how does this impact housing and student services? Will it change the schools people apply to, especially for New York State residents?

  o Why isn’t ILR being included?

  o How do you maintain the unique brands, cultures and foci of the three separate schools under a combined college?

  o How will diplomas be written?

  o How can alumni help ensure the success of this initiative?

  o What impact will this have on each school’s Dean being able to control his or her budget?

  o Why was the plan for the College of Business rolled out at the time it was in the way it was?

Next Steps:

  o Individual working groups will be convening to begin work in upcoming week.

  o The Alumni Communications working group will also be scheduling combined working sessions with members of the Communications Synergy Committee during March and April.

  o Next full committee meeting will be held in mid-March where working groups will bring back results to date.

Comments and suggestions are invited. Please send us your contributions using the online feedback form at business.cornell.edu.