Members: Nicole DelToro (A&S '91), Fred Van Sickle, Robert Alter (SHA ’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 (A&S ’76, Johnson ’78)

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

The Committee's Charges:

• Defining processes for alumni engagement and communication across the three schools
• Identifying existing and emerging opportunities across all three schools with the goal of increasing alumni engagement and participation
• Providing opportunities for engagement of and communication with the alumni community around planning, and ensure alumni perspective is shared with appropriate committees

MEETING UPDATES

The Alumni Engagement Committee formally convened a second time on March 17 as a full committee. In advance of this meeting, the committee's three working groups held conference calls to continue work on the charges of the committee. Through discussions with the committee members based on peer feedback and other observations, it is clear there remains serious opposition to the CCB among certain groups of alumni, this has included frustration and disappointment not only in the process and decisions, but also in the communications about the CCB. This was a consistent theme and one that informs many of the recommendations regarding future communications. Additionally, the following updates were shared:

CCB and Cross-School Collaborations Working Group:
• A teleconferenced meeting was held on Tuesday, March 8.
• The meeting participants identified the following needs:
  o Better understanding of existing programming and engagement opportunities at both the school and university levels (A summary is being compiled.)
  o Leveraging existing programming for both the new college and the individual schools – with exemplary programs such as the Cornell Entrepreneur Network and Cornell Silicon Valley
  o Identifying core competencies and areas of strength to establish CCB brand credentials
  o Formulating a set of “principles and themes” around which engagement and programming can be built
  o Considering additional feedback mechanisms for gathering real-time thoughts and feedback on the CCB
• In addition, the working group agreed that discussions of philanthropic opportunities may be premature and should follow later.

Alumni Communications Working Group:
• A teleconferenced meeting was held on Wednesday, March 9.
Recognizing that some audiences are still unclear about CCB’s benefits for the three schools, the working group identified the following needs:

- Implementing more specialized communications across the schools, with the goal of increasing the visibility and accessibility of information such as:
  - A rationale and the specific and concrete benefits for each program
  - Progress reports on decisions as well as questions answered related to each program
  - A timeline for answering open questions and for defining process
- Communicating updates on the progress of CCB (originating from the CCB itself)
- Facilitating regular communications among Alumni Engagement Committee members as well as other key volunteers
- Exploring other forms of engagement, including additional online fora
- Gathering more thoughts from Cornell community members, such as faculty and students
- Outlining the differences in process for academic vs. corporate settings, while still communicating what many see as a traditional business plan and describing how the current process will lead to one, including the projected timeframe, etc.
- Communicating more clearly the overall timeline of decisions and implementation and communicating the data/information that supports decisions being made.
- Find opportunities to share early tangible benefits that have come from early work and planning of the CCB.

As an immediate next step, the group will schedule the joint meeting of this working group and the CCB Communications Synergy Committee.

**Alumni Advisory Councils and Related Alumni Governance Working Group:**

- A teleconferenced meeting was held on Friday, March 11.
- Participants discussed the many benefits of creating an advisory council, comprised of alumni, parents, and friends who will be vital in the following ways:
  - Providing advice on curriculum relevancy
  - Assisting in student recruitment
  - Strengthening engagement on campus and keeping people apprised of developments
  - Fundraising, both in the form of guidance for leadership as well as with direct participation
- In light of the above, the working group identified the following needs:
  - Defining the composition and timing of a CCB advisory council
  - Identifying the core competencies and composition of existing advisory councils across the three schools
  - Gathering a summary of all advisory councils from the three schools to compare common aspects, similarities, and differences, and to prepare discussions around best practices
  - Making sure that younger alumni have a voice and are encouraged to participate

Emphasizing the need for representation from the three schools as well as from other "at-large" members, the group discussed the structure of future discussions and set the main topic for the next meeting: exploring how to better work across schools.

**Next Steps:**

- The working groups will continue to draft their recommendations.
- The working groups will continue to work on deliverables, including sharing new materials and information as they become available.
- **On Wednesday, April 6, 11:00 a.m. to noon,** a full committee call is scheduled for sharing updated progress reports from each working group, where the draft deliverables will be discussed.

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