



Cornell College

ALUMNI ASSOCIATION BOARD OF DIRECTORS

Connect with Cornell



STRATEGIC PLAN

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Mission: *Connect with Cornell*

The purpose of the Alumni Association Board of Directors is to connect current and future alumni, parents, and friends with the life of the College.

Alumni and College Advancement Committee

Objective 1: Supporting Class Agents

- *Connect alumni with Class Agents through regular correspondence*

Annual goals

- Assist in providing an active Class Agent for every class for at least the past sixty years
- Encourage all Class Agents to correspond with their classmates twice annually
- Assist in providing expressions of appreciation and incentives for responsive Class Agents, including attendance at Homecoming weekend meeting of the Alumni Board of Directors
- Assist in enabling Class Agents to correspond with their classmates as easily as possible

Action steps

- Assist in providing Class Agents with print and electronic copy of college news for inclusion in correspondence
- Create correspondence twice annually for alumni in classes without Class Agents
- Assist in sending birthday cards and annual letters of thanks to Class Agents
- Determine ways to recognize Class Agents at Homecoming, including mention at the Homecoming Convocation and an Honor Roll posted at the registration area

- Assist in inviting Class Agents to begin planning their classes' Homecoming reunions by attending events in the year prior to their reunions
- Assist in determining how to relieve inactive Class Agents of their duties

Objective 2: Supporting Area Activities

- *Connect alumni of the same geographical locale with each other*

Annual goals

- Support annual activities in key locales: Chicago, Des Moines, Denver, Greater Cornell, Minneapolis, Phoenix, St. Louis, and Washington, D.C.
- Assist in supporting local planning committees for area activities
- Assist in supporting expanded young alumni programming

Action steps

- Assist in identifying alumni for planning and organizing area activities
- Assist in including faculty and staff in area activities
- Assist in determining how interest groups such as social groups, athletes, and departmental majors can be used to promote greater participation in area and on-campus alumni activities

Enrollment and Career Development Committee

Objective 3: Assisting Admissions

- *Connect alumni with prospective students through admissions initiatives*

Annual goals

- Assist Admissions Office in supporting Cornell Alumni Recruiting Effort (CARE) program
- Assist Admissions Office in identifying and recruiting prospective students
- Assist Admissions and Alumni Office in developing legacy opportunities with alumni descendants

Action steps

- Assist Admissions Office in identifying alumni for involvement in hotel interviews, college fairs, and other events
- Promote alumni participation in admissions initiatives, including identification of legacy and other prospective students, during Homecoming weekend, at area alumni events, to Class Agents, and on the College's website
- Write and send welcome messages to admitted and newly-deposited students each spring

Objective 4: Assisting Career Services

- *Connect alumni with students through career development initiatives*

Annual goals

- Assist in creating successful career development initiatives for students
- Promote alumni involvement in career development initiatives for students

Action steps

- Assist college staff in seeking updated alumni information
- Assist Career Services Office as requested
- Write and send thank-you notes to alumni participating in career development initiatives with students

Communication and Promotion Committee

Objective 5: Supporting College Communication

- *Connect alumni with Cornell through print and electronic communication*

Annual goals

- Assist in reviewing print communication, particularly *The Cornell Report*

- Assist in reviewing electronic communication, including alumni portal of College website, alumni e-newsletter, social networking sites, and news center

Action steps

- Promote “**Connect with Cornell**” theme in print and electronic communication
- Seek feedback from Alumni Board of Directors and other alumni on major print and electronic communication, including *The Cornell Report*, alumni portal of College website, alumni e-newsletter, social networking sites, Homecoming promotions, Alumni Association area event invitations, and Annual Fund solicitations

Objective 6: Promoting Alumni Visibility

- *Connect alumni with students to nurture future active alumni*

Annual goals

- Coordinate and promote Alumni Association awards
- Increase visibility of Alumni Board of Directors and other alumni on campus throughout the academic year, especially during new student validation, Homecoming, and Commencement week
- Involve Cornell Alumni Student Association (CASA) in Alumni Board of Directors’ meetings and other Alumni Association activities

Action steps

- Promote increased number of Alumni Association award nominees by including nomination forms in all Homecoming registration packets, on alumni portal of College website, and in alumni e-newsletter
- Assist in evaluating Alumni Association award nominees and submit approved slate to Board of Directors at fall and spring Board meetings
- Assist in developing opportunities for Alumni Board of Directors and other alumni involvement in new student validation, Homecoming, and Commencement week events
- Consult with Alumni Office in promoting CASA involvement in Alumni Board of Directors’ meetings and Alumni Association activities