AY 2011-2012 Planning
BACKGROUND

• January 2011 BOD meeting, discussion around planning

• 2007 Survey by Beth Florin and Joe Rich as framework

• Emails sent to BOD inviting all interested to planning session

• Session held May 9th

• R. Raisfeld prepared initial report/analysis, Lisa and Esta refined
MEETING OBJECTIVE

• Review key information about “health” of ILRAA

• Enable us to strengthen ILRAA and plan for future.

• Assess information formally-informally gathered

• Develop next steps.
GUIDING PRINCIPLES

• Our Mission

• “Promote the interests and welfare of the alumni of the School of Industrial and Labor Relations, Cornell University, its students, the School and its faculty.”

• Provide opportunities for alumni to keep up with the latest issues in the field and to form rewarding social and professional contacts with other alumni.

• “Serve our ILR Community”
GOALS FOR AY 2011-2012

• Build membership

• Strengthen national organization and chapters

• Focus on alumni
  – As we disperse geographically
  – As our lives and careers evolve and change.

• Develop leadership pipeline
Survey Takeaways

• 10-14% of approx 10,000 alumni were members

• Approximately 50% of respondents work in ILR related field.

• Alumni are principally interested in:
  – Renewing/maintaining connections with the School
  – Supporting the students
  – Content-based events w-faculty & subject matter experts

• Difficulty accessing web to pay dues, determine membership status.
  – Impediment to growing membership.
WHERE ARE WE NOW?

Serving the Alumni

- Bulletin
- Chapters
- Diversity of the Board Membership
- “Alumni-to-Alumni (A2A)” Initiative
- “Recent Alumni” Committee
- Other special / ad hoc events
WHERE ARE WE NOW?

Serving the Students

• January BOD Mtg/Reception for NYC Area students
• Fall Board Meeting/Career Planning Day on Campus
• June BOD Mtg/Reception for incoming students and parents
• Support of WISP/FEX
• Communications
• Commencement Weekend
• Student Internship Support
WHERE ARE WE NOW?

Serving the School

- Encouraged the School to promote webinars and webcasts
- Funded staff when necessary.
- Fund student internships
- Participate in career panels, host faculty speakers
WHERE ARE WE GOING AY’11-12?

Programs and Events

- “Stretch” Fall Event-Board Meeting
- Increase participation of faculty
- Develop co-sponsorships with other organizations
- Explore a “cyclical” big event
- Continue to emphasize “Recent Alumni” gatherings
- Conduct book signing events with our faculty.
WHERE ARE WE GOING AY’11-12?

Communications

- Improve Bulletin as communications tool
- Improve Bulletin as job source
- Increase utilization of Facebook/Twitter pages
- Develop soft and hard copy recruitment tools
WHERE ARE WE GOING AY’11-12?

**Membership:** *We must turn around decline*

- Continue analyzing trends and drive new membership
- Improve outreach and solicitation communications
- Increase yield of free to paying memberships
- “Reclaim” alumni 10+ years from graduation
- Grow/maintain “encore career” alumni members.
- Set specific membership goals for lifetime-3 yr. members
WHERE ARE WE GOING AY’11-12?

Increase Participation of BOD and Members

• Utilization of volunteers

• New emphasis on Directors
  – *If elected, you must participate!*
  – Each Director will serve on a Committee
  – Encourage friends and colleagues to attend-participate
  – Provide formal orientation for Board members

• Better utilization of VP’s
  – Liaison to specific set of committees
  – Liaison to other Cornell and external organizations
WHERE ARE WE GOING AY’11-12?

Committees

- Bulletin
- Chapters
- Communications (with subsections)
- Membership
- Programs and Events (with subsections)
- Recent Alums
- Graduate Degree Alums
CALL TO ACTION

• WE WILL UTILIZE OUR RESOURCES

• WE WILL PARTICIPATE

• WE WILL BE COMMITTEE DRIVEN
Questions / Discussion