



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
 - D. Burrell, E. Bigler, D. Zinn, R. Raisfeld, J. Cartafalsa, L. Hunter, D. Glanstein, S. Lancaster, R. Lustig, M. Krum
- 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