

Defining the ILR AA Value Proposition

Board Meeting Workshop
September 21, 2014



Today's Discussion

- Recap June workshop
- Brainstorm implications to our planning and activities
- Discuss next steps

Benefits of a Strong Value Proposition

- Aligns efforts across the organization
- Ensures we “march to the same tune”
- Supports consistent communication that’s relevant to our audiences:
 - The School
 - Students
 - Alumni

June Board Meeting: Value Proposition Workshop

- Three teams:
 - Alumni community
 - Students
 - The ILR School- Faculty/Administration
- Speed brainstorming
 - Part 1: What actions are we asking for?
 - Part 2: What is our value proposition for each audience?

Important Terms:

Features

- A factual statement about the service or activity being offered
- Example: Weekly job postings

Functional Benefits

- A tangible advantage offered by a feature
- Example: Access to jobs being offered by employers who are predisposed to value ILR alumni

Emotional Benefits

- Higher-order, self-expressive benefits that are realized by interacting with the service or activity
- Example: Greater confidence and sense of worth

June Brainstorming Part 1: Alumni

What actions are we asking for from this audience?

Join

- Build our CU/ILR Network

Pay

- Donate
- Provide financial support

Participate

- Volunteer time
- Share talents and ideas
- Give back to students-mentor, career support, etc

Advocate

- Serve as an ambassador (literally and figuratively)
- “Wake up” fellow alumni
- Have pride in the school and the organization
- “Be a winner”

June Brainstorming Part 1: Alumni

What is our value proposition for this audience?

Features	Functional Benefits	Emotional Benefits
Wine & beer tasting/ Summer Kick Off	Networking	Reconnecting to old friends, meeting new ones
Chapter events		
Guest speakers	Networking, skill development, career development	Confidence security, connecting to like-minded community
Fall event-on campus	Future hires, networking, relationships	Keeps you young, feeling of giving back, reconnecting with campus
Job bulletin	Job offers	Sense of security in poor job market, feel special
Accepted students reception	Future hires	Pride in your background

June Brainstorming Part 1: The School

What actions are we asking for from this audience?

Logistical Support

- Administrative support
- Money
- Publicity
- School stats
- Facilities

Access

- Access to students
- Access to faculty
- Access to administration

Input Opportunities

- To school initiatives
- To curriculum

Thought Leadership

- Updates on world of work

Quality Graduates

June Brainstorming Part 1: School

What is our value proposition for this audience?

Features	Functional Benefits	Emotional Benefits
Strong network (not development network)	External/real world perspective	Stronger relationships between all three
Financial support	New donors, low costs, further goals	Supports self sufficiency
Preview/test programming	Free BETA testing/low investment/direct input	Positive momentum, Little to no risk
Academic support	Direct line to leaders/guest speakers	“Keeps it real”
Student videos (next alumni in action)	Bridges school, alumni and students	Seeds a lifetime commitment
School brand enhancement		

June Brainstorming Part 1: Students

What actions are we asking for from this audience?

Engage

- Attend events
- Reach out proactively
- Don't be shy/afraid to ask questions
- Have a purpose for reaching out

Contribute

- Give back to the school
- Help other students
- Pay it forward
- Spread the word

Expand

- Be open minded about opportunity
- View ILR broadly

Behave

- Show up on time
- Say thank you
- Follow up
- Understand what's expected in the work environment

June Brainstorming Part 1: Students

What is our value proposition for this audience?

Features	Functional Benefits	Emotional Benefits
Women's lunch Minority Networking lunch/ Career Day	Education, advice, networking	Better connection with alumni. Feeling of support. Builds confidence
Senior events, celebration, WISP, etc	Food, fun, practical experience, career paths, school choice advice, transition advice	Pride, confidence, fear reduction, pride in school
Mid semester welcome	Networking, learning how to network	Helps get over fear of networking
Scholarships	Financial support	Emotional connecting to Cornell, relief
Lampart Scholarship	Emergency funding	Relief
Informal networking through alums	Advice of all sorts	Inspiration and confidence

So What's Next?

Bridging to Action!!



Keep, Stop, Start Workshop

- Three/Four teams:
 - Alumni community
 - Students
 - The ILR School (administration/faculty)
- 30 minutes of speed brainstorming
 - What should we (ILRAA) **KEEP** doing to drive the actions we desire from this audience?
 - What should we **START** doing?
 - What should we **STOP** doing?
- 30 minutes team presentations and discussion

Next Steps

- Summarize today's output for the executive committee
- Share recommendations with chapters and committees
- Keep the momentum going!