

## **Communications Committee report:**

### **Members:**

Heather Levy  
Brian Monroe  
Eric Simon

Chairman, Roland Lange

### **Social Media:**

**facebook ("Cornell ILR Alumni Association"):** ~450 members. Heather Levy does a great job with facebook organizing events with young alumni and Dean Katz in New York. She arranged this via the facebook page she administrates.

**Twitter (@ILRAACornell):** 101 followers. Not too active at all... 2 tweets thus far. Neither that interesting.

**LinkedIn:** Now over 1400 members or much more. Recently Chris Crooker of the official Cornell University ILR Alumni page merged with Gerry Cooney's self-organized ILR Alumni page, thereby increasing the community to over 1400. (After discussing with Chris and Sue, made me wonder if our alumni who would otherwise participate aren't here?!) There is a sense that this should be our main vehicle for communications as this is where most folks go for most career info these days.

### **The Bulletin:**

Josh Friedlander has been doing a great job of working out the value here. A lot of questions on the why and wherefore front.

### **Activity:**

As a Committee we have had several meetings and Roland has attended the meeting of all Committee Chairs. The latter devolved into questions mainly about the newsletter and the role of Chris Crooker. Chris communicates much of what we would want to communicate to alumni, including what is mainly found in the bulletin.

### **Message:**

This came up extensively and existentially in the Chairs call. We as a Board need to decide what we want to say to and do for our members and prospective members. Is it Cornell nostalgia? Is it the great network? Generally, the consensus is the latter.