

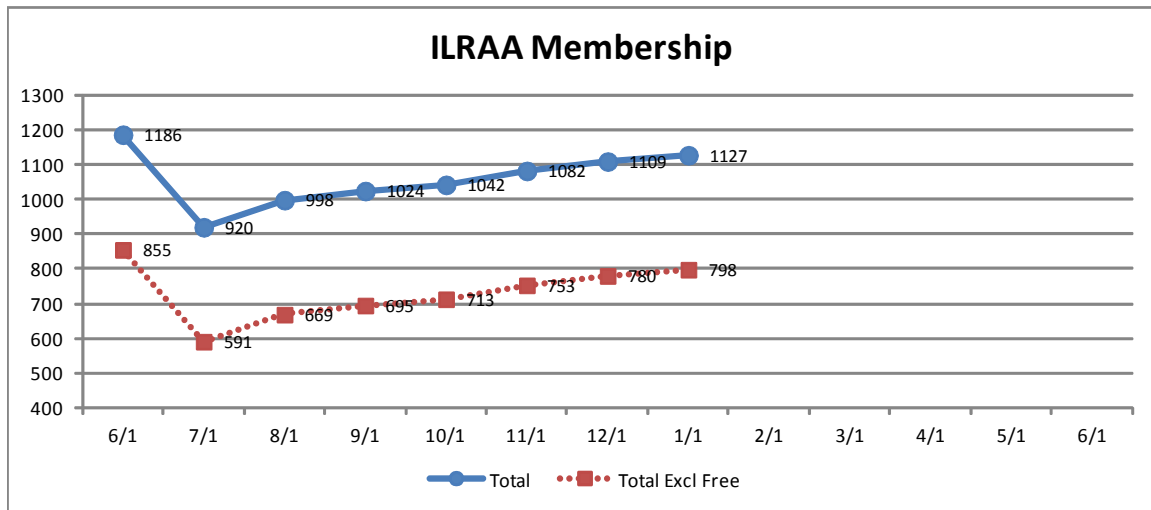
Cornell ILR Alumni Association, Membership Committee
Update January 13, 2014

Mission: To work collaboratively with the ILR School Alumni Affairs and Development Office to build and maintain ILRAA membership.

Summary of Completed Activities Q4 2013

- Email Postcard – October (see page 8)
 - Sent to all alumni with memberships that expired 6/30
 - Represents third communication to this group
 - Similar version sent to all ILR alumni that are not currently ILRAA Members
- Email Letter to Recent Alumni – November (see page 9)
- Paper Postcard to All Alumni – November / December (see page 10)
- Discuss and refine video concept with Jordan Berman

Results to Date



Estimated Annual Revenue Summary

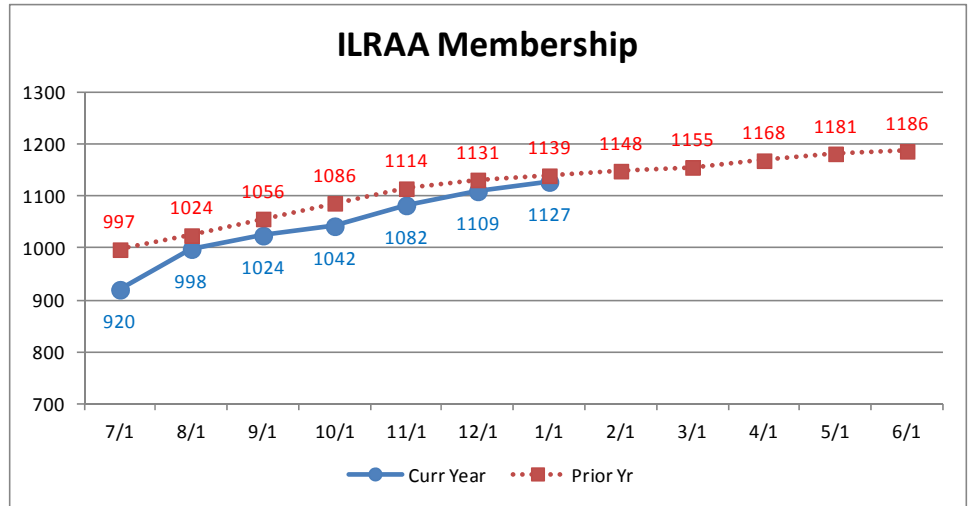
	Total Paid Memberships	1 Year	3 Year	Y/R/S 1 Year	Y/R/S 3 Year	Lifetime
Growth Since 6/31	207	161	7	34	2	3
Percent of Total Growth	N/A	77.8%	3.4%	16.4%	1.0%	1.4%
Estimated Fee by Type	N/A	\$60	\$150	\$35	\$95	\$900
Estimated Revenue	\$14,790	\$9,660	\$1,050	\$1,190	\$190	\$2,700

(Excludes free memberships)

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Comparison to Prior Year

We are nearing the same participation level as we had achieved in 2012/2013. Through continued solicitation, we hope to surpass prior year membership levels.



What We Know About Who is Joining ILRAA

- Completed analysis of ILR Alumni database as of 12/1/2013 (see pages 4 – 7)
- Overall, approximately 6% of alumni are paying dues members
- Who is *more likely* to be a dues paying member?
 - Alumni with both an undergraduate and some form of graduate degree (ILR or other)
 - Likely have a stronger connection to Cornell
 - Alumni from the 1970s and 1980s
 - Likely to be at a point in their career where become interested in supporting the school and becoming involved in Alumni activities
 - Alumni located in larger SMSA's and/or SMSA's with active chapters
 - Likely to see greater value from ILRAA; more likely to network with peers
- Only 40% of ILRAA members with lapsing memberships on 6/30/13 have renewed year to date
 - Trends of who is renewing is similar to who is a member
- So What?
 - Continue follow up efforts with lapsing members
 - Consider targeting alumni near local Chapters with tailored solicitation
 - Near term growth likely to come from alumni in the 80s and soon also the 90s
 - Should we consider targeted communication to this group?

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Upcoming Activities

- Implement personalized emails from membership committee to alumni that did not renew
 - Past history indicates that the majority forget or just don't get around to it

- Additional email solicitation to young alumni (see page 11)
 - Letter prepared by young alumni committee (see copy at end of report)
 - Targeted to graduates from 2004 – present

- Continue email post card solicitation (every other month)
 - Goes to all ILR Alumni

- Begin video production "I am ILRAA" series
 - Leverage this in email postcards, facebook, and other communication vehicles

- Incorporate messages, where applicable, from completed ILRAA Board work on value proposition

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ILRAA Participation by Degree Type

(Highlighted rows represent participation rates higher than the overall average)

Degree	ILRAA Member	Non-Member	Grand Total	% ILRAA Paying Dues
BS	495	7124	7619	6.5%
BS + Grad	58	516	574	10.1%
MS/PhD/MILR	135	1963	2098	6.4%
Non-Degreed	10	1153	1163	0.9%
Grand Total	698	10756	11454	6.1%

ILRAA Participation by Decade

(Highlighted rows represent participation rates higher than the overall average)

Decade	ILRAA Member	Non-Member	Grand Total	% ILRAA Paying Dues
0	8	72	80	10.0%
1940	3	55	58	5.2%
1950	17	470	487	3.5%
1960	48	750	798	6.0%
1970	156	1332	1488	10.5%
1980	192	1903	2095	9.2%
1990	124	1922	2046	6.1%
2000	116	2323	2439	4.8%
2010	34	1929	1963	1.7%
Grand Total	698	10756	11454	6.1%

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ILRAA Participation by Degree / Decade

(Highlighted rows represent participation rates higher than the overall average)

Degree / Decade	ILRAA Member	Non-Member	Grand Total	% ILRAA Paying Dues
BS	495	7124	7619	6.5%
1940	3	40	43	7.0%
1950	14	370	384	3.6%
1960	34	564	598	5.7%
1970	119	1007	1126	10.6%
1980	148	1403	1551	9.5%
1990	79	1306	1385	5.7%
2000	73	1696	1769	4.1%
2010	25	738	763	3.3%
BS + Grad	58	516	574	10.1%
1940		8	8	0.0%
1950	2	24	26	7.7%
1960	7	69	76	9.2%
1970	19	94	113	16.8%
1980	5	82	87	5.7%
1990	8	96	104	7.7%
2000	16	119	135	11.9%
2010	1	24	25	4.0%
MS/PhD/MILR	135	1963	2098	6.4%
1940		7	7	0.0%
1950	1	71	72	1.4%
1960	7	113	120	5.8%
1970	17	229	246	6.9%
1980	39	410	449	8.7%
1990	36	506	542	6.6%
2000	27	467	494	5.5%
2010	8	160	168	4.8%
Non-Degreed	10	1153	1163	0.9%
0	8	72	80	10.0%
1950		5	5	0.0%
1960		4	4	0.0%
1970	1	2	3	33.3%
1980		8	8	0.0%
1990	1	14	15	6.7%
2000		41	41	0.0%
2010		1007	1007	0.0%
Grand Total	698	10756	11454	6.1%

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ILRAA Participation by Geographic Region (Regions with n=> 50)

(Highlighted rows represent participation rates higher than the overall average)

Area	ILRAA Member	Non-Member	Grand Total	% ILRAA Paying Dues
Westchester County	52	443	495	10.51%
Greater Philadelphia	26	240	266	9.77%
New Jersey – North	58	536	594	9.76%
Fairfield County CT	21	209	230	9.13%
Ocean-Momouth & Central NJ	21	223	244	8.61%
Georgia	13	146	159	8.18%
Washington D.C.	55	628	683	8.05%
New York City	130	1520	1650	7.88%
Capital District/ Upper Hudson	17	202	219	7.76%
Chicago & IN Suburbs, all IL	18	244	262	6.87%
Binghamton NY	6	99	105	5.71%
SF Bay Area (and Northern CA coast)	20	334	354	5.65%
Nassau County	36	602	638	5.64%
Seattle/NW Washington	6	101	107	5.61%
Los Angeles/Ventura Counties	16	288	304	5.26%
Long Island - Suffolk Co.	6	111	117	5.13%
Ithaca NY	10	218	228	4.39%
North Carolina	7	168	175	4.00%
Baltimore MD	5	121	126	3.97%
Buffalo NY & Niagara Falls - St. Catharines Ont.	6	146	152	3.95%
Colorado	4	100	104	3.85%
Orange Rockland Putnam Counties	4	115	119	3.36%
Syracuse NY	6	174	180	3.33%
Greater Boston	13	404	417	3.12%
Rochester NY	7	232	239	2.93%

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Analysis of Who is Renewing

Renewal by Graduation Decade

Almost 41% of paying members have renewed. Only 3.5% of non-paying members have renewed.

Membership Type	Did Not Renew	Renewed	Grand Total	% Renewing
Paying	179	123	302	40.73%
0	1		1	0.0%
1940	1		1	0.0%
1950	6	2	8	25.0%
1960	10	9	19	47.4%
1970	26	27	53	50.9%
1980	47	39	86	45.3%
1990	35	19	54	35.2%
2000	40	23	63	36.5%
2010	13	4	17	23.5%
Non-Paying	321	11	332	3.31%
1970	1		1	0.0%
1980	1		1	0.0%
1990	2		2	0.0%
2000	17		17	0.0%
2010	300	11	311	3.54%
Grand Total	500	134	634	21.1%

Renewal By Degree Type

Renewal rates are similar by degree type

Membership Type	Did Not Renew	Renewed	Grand Total	% Renewing
Paying	179	123	302	40.73%
BS	137	91	228	39.9%
BS + Grad	10	6	16	37.5%
MS/PhD/MILR	30	25	55	45.5%
Non-Degreed	2	1	3	33.3%
Non-Paying	321	11	332	3.31%
BS	262	10	272	3.7%
BS + Grad	21		21	0.0%
MS/PhD/MILR	38	1	39	2.6%
Grand Total	500	134	634	21.1%

Postcard sent October 2013

ILR Alumni Association

Your Membership expired 6-30-2013 - Please rejoin now!!

Your Membership in the **ILR Alumni Association**
Makes a Difference!

- *Stay Connected*
- *Attend ILRAA Events*
- *Keep Current on the ILR School*

To learn more about the ILR Alumni Association visit [here](#)

To become a member visit [here](#)



Questions? Contact Sue Sappington at ss446@cornell.edu or 607-255-6623

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Letter Sent to Young Alumni November 2013

Subj: It's Time to Join the ILR Alumni Association:

Can you believe how much time has passed since you graduated from Cornell? Upon your graduation, the ILR Alumni Association ("ILRAA") gave you a free one year membership and now it's time to join officially so you can help us to continue funding and organizing the activities you enjoyed as an ILRie as well as those you can enjoy as an alum of this special school in the years ahead. Please join the ILRAA either on an annual basis or as a lifetime member!

Recent alumni are eligible for a discounted membership rate: **the one year membership cost is \$35.00, a modest fee that will connect you to the ILRAA, an organization that is completely dependent on dues to provide programming to students and alumni of the ILR School. The lifetime rate is \$900, an option that many alumni select to show lifelong commitment to the ILR School in gratitude for the unique education and personal support they received there.**

TO JOIN THE ILRAA click on the link below.

https://secure.www.alumniconnections.com/olc/pub/CEL/membershipform/showGivingForm.jsp?form_id=146598

Your Membership Makes a Difference! An ILRAA membership will help you:

- **Stay Connected** – The ILRAA helps you keep up with classmates, develop valuable networking opportunities, and form rewarding social and professional contacts with other alumni. We have active local chapters in New York City, New Jersey, Buffalo, Long Island, Westchester, Philadelphia, Washington DC, Los Angeles, and Chicago.
- **Attend ILRAA Events** – Recent Alumni have attended social events including wine-tastings, Cornell hockey games, bar nights, and other informal gatherings. They also enjoy opportunities to receive career advice and professional development from experts and ILR faculty at events in your area. Your membership also provides a discount to many ILRAA events.
- **Keep Current** – Members receive the ILR Alumni Bulletin, Weekly Electronic Job Listings, and other special communications with news and events of interest. We will continue to expand the content of the Bulletin to share information about programs and research of interest. Please also join and visit the ILRAA Facebook and the Recent Alumni page.
- **Support Our Very Special School** – The ILRAA works with closely with ILRies in Ithaca and New York City campus to support initiatives, including internships, student events, career panels, "Welcome" events for new students, and various receptions for students and alumni.

More recent grads than ever have been elected to the Board of the ILRAA where they are benefitting by making new connections and contributing to the alumni efforts to support the School.

To help us keep in touch with you, make sure to keep your contact information up to date. If you have had a recent change, you can click here to update your contact information: <http://www.alumni.cornell.edu/services/update-info.cfm>.

If you have any questions about ILRAA membership, please Beth Florin, Chair of the Membership Committee (bctflorin@aol.com), or Esta Bigler, President ILR Alumni Association (erb4@cornell.edu).

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Paper Postcard Sent to All ILR Alumni November / December 2013



Non Profit Org.
U.S. Postage
PAID
Ithaca, New York
Permit No. 780

Your membership in the ILR Alumni Association Makes a Difference!

- Stay Connected
- Attend ILRAA Events
- Keep current on the ILR School

To learn more about the ILR Alumni association and to become a member visit www.ilr.cornell.edu/alumni.html or to become a member: www.ilr.cornell.edu/AlumniAssociation/



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Letter to Young Alumni – January 2014

Subject:

Calling All ILR Recent Alumni!

Message:

ILRies,

Happy New Year!! How have you been? Whether we've seen you last week, last year, or not since your Cornell graduation, it has been too long. We hope that you will continue to make ILR a part of your daily lives by taking advantage of the special opportunity to remain connected to the ILR School through the ILR Alumni Association ("ILRAA"), help to support the activities that you enjoyed as students, and to create new and memorable experiences as alumni.

As a member of the ILRAA you also will be invited to a wide range of events and enjoy discounted admission. In addition to general membership programming, the ILRAA's Recent Alumni Committee has hosted:

- The Groat & Alpern Awards Recent Alumni After-Party at Papillon Bistro & Bar;
- An Oktoberfest event at Taproom 307;
- A Cornell Hockey pre-game happy hour at Houndstooth Pub;
- A New York Knicks viewing party at SideBar NYC;
- A bar night at The Archive; and
- A holiday party with Dean Harry Katz at MercBar.

In addition to attending these social, professional and academic events sponsored by the ILRAA, members enjoy unique opportunities to develop meaningful relationships with ILR alumni of all ages who are often eager to assist you with your personal and professional endeavors. The value of the ILR network is priceless; the relationships that you develop can dramatically enhance your career. But you are far more likely to benefit from the ILR network by participating in the ILRAA and taking advantage of all that this great organization has to offer.

Now it is time for you to join us (at a discounted rate of \$35 for classes 2010-2012 or at the regular rate of \$60 for classes 2004-2009) You can join by clicking on the following link:

https://secure.www.alumniconnections.com/olc/pub/CEL/membershipform/showGivingForm.jsp?form_id=146598

Thank you for your time and consideration, and best wishes for 2014. We hope to see you at an ILRAA function soon!

Very truly yours,

Jason Jendrewski '05

Chair, ILRAA Recent Alumni Committee

P.S. If you have any questions about ILRAA membership, please Beth Florin, Chair of the Membership Committee (bcflorin@aol.com), or Esta Bigler, President of the ILR Alumni Association (erb4@cornell.edu). If you would like to join the ILRAA Recent Alumni Committee, please contact Jason Jendrewski, Chair of the Recent Alumni Committee (jbj7@cornell.edu).