

Cornell ILR Alumni Association, Membership Committee
Update January 14, 2013

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

Summary of Completed Activities Q4 2012

- Continued Renewal Campaign
 - Third reminder email sent on 10/1/2012 to 550 alumni whose membership expired on 7/1/2012
 - And had not yet renewed their membership
- Implemented Broader ILRAA Membership Solicitation
 - Greater NY Area Solicitation 10/23/2012 (NY, CT, NJ) to encourage participation in local chapter activities; included information on upcoming Cornell Hockey game
 - All ILR Alumni Solicitation 11/7/2012 focusing the letter on supporting the ILR Credit Internship Program (and offering to provide a percentage of new memberships to the Credit Internship Program)
 - Generated \$1745 in membership fees in November; 15% to go to Credit Internship (\$262)

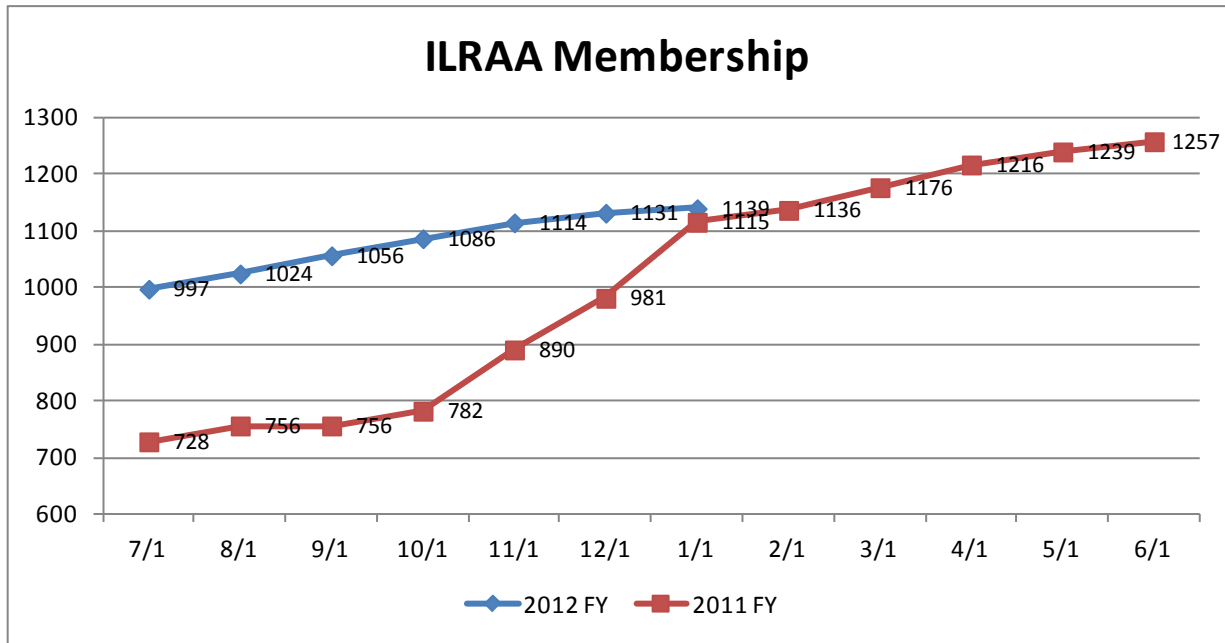
Planned Activities

- Complete Additional Renewal Analysis
 - Identify which sub-sets of the individuals with expiring memberships should receive continued focus
 - Consider whether to implement a feedback questionnaire (among those not renewing)
 - Does paper mailing make a difference?
 - Determine appropriate strategy to continue outreach
- Consider implementing a one and one-half year membership offer in March
- Begin planning for renewal solicitation process (to start in June)

Results to Date (see chart on following page)

- We ended last fiscal year at 1257 members
- We currently have 1139 members (compared to 1115 same time one year ago)
- Dues collected this fiscal year to date are approximately \$21,380

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Estimated Annual Revenue Summary

	Total Membership Growth	1 Year	3 Year	Y/R/S 1 Year	Y/R/S 3 Year	Lifetime
Growth Since 6/31	250	149	67	25	9	2
Percent of Total Growth	N/A	59.6%	26.8%	10.0%	3.6%	0.8%
Estimated Fee by Type	N/A	\$60	\$150	\$35	\$95	\$900
Estimated Revenue	\$22,520	\$8,940	\$10,050	\$875	\$855	\$1,800

(Excludes free memberships)

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NY Area Letter

Target Audience: all Alumni in NY, CT, and NJ

Subj: Connect with Fellow Cornell ILR Alumni in Your Area

Did you know there are over 5000 Cornell ILR Alumni in the New York, New Jersey, and Connecticut area? It's time to connect with your fellow Alumni!

Cornell ILR Alumni work in an exceptionally diverse set of career fields and serve as leaders, entrepreneurs, educators, litigators, and up-and-coming stars. It's a great network to stay in touch with, whether you are looking for new business opportunities, exploring career paths, wanting to keep in touch with the school, or just seeking to socialize with fellow alumni. And today there are more ways than ever to connect: join Cornell ILR Alumni groups on Facebook and LinkedIn, listen in on one of the Dean's webinar series on ILR related topics, attend workshops and seminars in the ILR Extension (<http://www.ilr.cornell.edu/explore/outreach/>), and attend local ILR Alumni Association Chapter events.

One exciting upcoming event in New York City is the Michigan v Cornell Hockey Game at Madison Square Garden on November 24th. We have a group of tickets for ILR alumni and are finalizing plans for a pre-game happy hour for all ILR alumni and their guests. For more information on this and other NYC area events, contact Rick Lustig (rtlustig@aol.com) or Carolyn Richmond (cdr23@cornell.edu), the Chapter Chairs for NYC.

Join the ILR Alumni Association to keep abreast of upcoming events, receive discounted fees for Chapter events, and support both the school and the students. In addition to planning and coordinating chapter events, the ILR Alumni Association also helps support the annual Groat Alpern Award Ceremony, facilitates career panel discussions with students, awards almost a dozen international student internships, and sponsors an annual Senior Graduation Celebration.

To join the ILR Alumni Association, click on the link below. You will be asked for your ID number, which is «CU_ID». The annual membership fee is \$60; a three year membership is \$150; lifetime membership is \$900. For recent grads and retirees, the annual membership fee is \$35; three year membership is \$95.

Go to this website address to renew your membership <http://www.ilr.cornell.edu/alumni/dues/>

Update Your Contact Information! We also want to ensure that we can keep in touch with you regarding ILRAA events, and other ILR sponsored events (such as the Dean's webinar series on ILR related topics). Below is your current contact information that is maintained in Cornell's Alumni database. To make corrections, go to this website address: <http://www.alumni.cornell.edu/services/update-info.cfm>.

Stay Connected with Cornell. In addition don't forget that you can take advantage of Cornell's lifetime email forwarding by signing up at <http://www.alumni.cornell.edu/services/email.cfm>.

«Name»

«Best_Address1»

«Best_Address2»

«Best_Address3»

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«Best_City_State_Postal»
Email: «Best_Email»

Thank you in advance for your interest and support of the ILR School. If you have any questions regarding your membership status, please contact Sue Sappington (ss446@cornell.edu).

Dean

Dean Burrell '79
President, ILR Alumni Association

Chris

Christopher E. Crooker '88
Assistant Dean for Alumni Affairs & Development
Cornell's ILR School

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ILR Credit Internship Letter

Target Audience: All ILR Alumni not currently ILRAA members with a valid email address.

Subj: Join Cornell ILR Alumni Association and Help Support Student Scholarships!

Today's job market is increasingly competitive. The ILR Alumni Association annually supports the ILR Credit Internship Program, which has become an important tool for students to enrich their educational experience and gain an advantage when competing in the job market.

The ILR Credit Internship Program gives students the opportunity to gain practical work experience in the field of industrial and labor relations while also gaining course credit. Semester long internships are available domestically and internally across a wide variety of employers including corporations, trade unions, labor and employment law firms, legislative bodies, and other public agencies.

While an excellent opportunity to further a student's knowledge of the industry, internships can be expensive as many assignments are unpaid and students have to cover their own travel, housing, and living expenses.

The ILR Alumni Association has made a commitment to Cornell to support this program by making scholarships available to students on a needs basis. Last school year, we provided awards to 10 students allowing them to have transformative educational experiences abroad. Almost one-quarter of our annual expenditures has gone towards this important program.

You can help too ! By joining the ILR Alumni Association (ILRAA) you can support this program as well as the many chapter events throughout the country that help connect alumni to each other and to the school. *For every new membership during the month of October, we will donate 15% of the membership fee towards additional funding for the ILR Credit Internship Program this fiscal year.*

To help make a difference and join the ILRAA, click on the link below. You will be asked for your ID number, which is XXXXXX. The annual membership fee is \$60; a three year membership is \$150; lifetime membership is \$900. For recent grads and retirees, the annual membership fee is \$35; three year membership is \$95.

<http://www.ilr.cornell.edu/alumni/dues/>

To learn more about the ILR Credit Internship Program, including descriptions of some of the past student internships, click here <http://www.ilr.cornell.edu/creditinternships/>

Thank-you in advance for your interest and support of the ILR School. If you have any questions regarding your membership status, please contact Sue Sappington (ss446@cornell.edu).

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