

MINUTES
ILR Alumni Association Board of Directors Meeting
January 11, 2016

ILR Extension Program Offices – New York City, NY

1:00 p.m. Welcome Remarks – Esta Bigler

Everyone was welcomed, followed by Board Member introductions and introductions from students visiting the Worker Institute on WISPs. It was announced that Amber Gilbert was resigning her secretary position due to professional responsibilities. The Executive Committee will consider her replacement. Susan Panepento volunteered to take the minutes for the meeting.

1:20 p.m. State of the School – Dean Kevin Hallock

The school is in the process of working on a Strategic Development Plan. The plan will focus on five discreet areas and involve staff focusing on each area as well as school-wide input on all open issues. Target draft report date is by June 1 and final report date October 7.

There is new optimism that ILR may have a role on the new Cornell Tech campus. There has been a request for proposals to the colleges and ILR will submit something.

ILR launched a school/alumni wide book project with the book, *“The Second Machine Age.”* NYC and campus based discussion groups will be organized.

One of the Dean’s initiatives is to improve the student experience and well-being. A new Assistant Dean is being hired to spearhead this initiative.

The number of applications the School receives continues to increase. Over 1900 applications were received for 150 seats. All the applicants are very well qualified. The Dean answered Board Members’ questions concerning the size of the freshman class.

ILR was happy to have two students chosen [only one other from Cornell] to study in China at the Swartzmann Scholars masters program.

The Dean explained the upcoming creation of the Cornell College of Business, consolidating the Johnson School, AIMS/Dyson and the Hotel Business programs. ILR students will be able to continue to earn a business minor. The consolidation will have no other effect on the school.

The Dean was asked to comment on social unrest on campus in the fall semester and explained issues that arose concerning an art exhibit.

1:54 p.m. Approval of the Minutes of the September 26, 2015 Board Meeting

Motion made by Rob Whitman, seconded by Beth Florin. The minutes of the September 26, 2015 meeting were approved.

1:57 p.m. **Alumni Association By-law Amendments - Committee Chair Rob Whitman**

The Committee Chair explained that most amendments reflect the new dues structure entered into with the University. All other changes were merely clean-up. Based on earlier discussions with Board Members, the committee is not recommending any changes to the Board Member election structure at this time. The issue will be considered again after the Board elections in the spring.

A motion to approve the amendments was made by Richard Lovely; seconded by Marty Schmelkin.

The amendments were approved.

2:08 p.m. **Alumni Association Strategic Planning Report – Esta Bigler**

The Strategic Planning Committee met in December and agreed to two priorities: increase member engagement and giving to the school. Metrics to use to measure success on these priorities include web traffic, programming and alumni giving back. Future work will focus on analysis and improvements of the chapters, programming and the website and digital communication. Comments from the Board were solicited concerning the Chapters and a discussion followed noting the benefits of Chapters collaborating and collaborations with other Cornell entities. Beth Florin added that the survey results indicated strong support and interest in local events. Esta Bigler reported that engagement has already been increased with the creation of the NYC Finance Council. Richard Lovely explained that the committee will be exploring further engagement and encouraged all Board Members to be contributing financially to the school.

2:53 p.m. **Finance Report – Don Zinn**

The report presented included only expenses for the first half of 2015. Don Zinn requested a committee be formed to recommend annual financial priorities. Discussion followed concerning the proper procedures to request funding for events. Zinn encouraged committees to submit requests for funding to him.

3:15 p.m. **Programming Committee – Beth Florin**

The Committee Report included an update on the Alumni survey follow up and an outline of next steps that will include review and facilitation sessions with the Chapter Chairs and spring and Fall Webinar Series plans.

3:32 p.m. **Communications Committee – Jordan Berman**

The Committee outlined its goals to improve and inspire ILRAA conversations. The upcoming new ILR website will be a key component in this effort. The Committee will be establishing a recommended process to develop and publish content across communication channels and recommending a new branding in coordination with the schools new visual identity.

4:00 p.m. **Election Committee – Ellen Dember**

In the upcoming round of Board member elections, the committee is looking for ways to reduce the administrative burden of the process. Using a web-based application process is being explored. Beth Florin volunteered using Survey Monkey for the election. New Committee members were solicited. Jaqui Brady volunteered to assist with the web-based application process.

[Esta Bigler welcomed former Dean David Lipsky to the meeting.]

4:15 p.m. **Student Committee, Senior Event – John Ertl**

The Spring Senior event was very well attended. Improved attendance was attributed to scheduling on the last day of classes. The event cost approx. \$10,000. Jennifer Thurston will be finding a new student to assist in planning the Spring 2016 event.

4:30 p.m. **Fall Event- Joe Cartafalsa**

The fall event cost approx. \$11,000. More volunteers will be needed for planning for this fall. There are plans to streamline the Friday student/alumni lunches. Successful ones such as the women’s caucus and MILRSO will be continued. In addition, the committee will be looking for ways to tighten the schedule between activities and have new groupings for Alumni discussion groups. Suggestions from the Board included: an MILR group, using moderators: students/ professors, soliciting questions on social media, speed meetings, new topics such as “How to Network.”

4:45 p.m. **Closing Remarks – Esta Bigler**

Joe Cartafalsa will be attending a university wide meeting of alumni associations later this month. Board Member Eliot Schuman has been working with and advising the Cornell mock trial team and will be competing at the National Championship this spring.