**ILRAA ALUMNI ASSOCIATION BOARD OF DIRECTORS MEETING**

**October 28, 2017**

**Ithaca, New York**

In attendance: Joe Cartafalsa, Beth Florin, Susan Panepento, Jordan Berman, Tom Barreca, Jasen Nhambu, Dawn Levy-Weinstein, Susan Youngblood, Ames Collins, Joel Friedman, Suzette Simon Rubinstein, Jacqueline Brady, Howard Byck, Elizabeth Greenridge, Nicole Kuzdeba, Alyssa O’Connor, Martin Schmelkin, Marion Zinman, Lindsay Boyjian, Jennifer Fitzpatrick, Lisa Hunter, Harvey Sanders, Helaine Sanders, Sue Sappington, and Jennifer Thurston.

On phone: Valerie Benjamin, Raphael Sebastian, and Marjorie Wittner.

President Joe Cartafalsa opened the meeting at 9:00 am.

**DEAN’S REPORT**

Dean Hallock reported that the first ILR Sports Leadership Summit was held at the school this fall with several prominent alumni in the field. It was very successful: 300 attendees; 150 on wait list. Based on the success, the school plans to do it again next fall and is thinking of starting a related summer program for high school students. The administration is not inclined to make a sports management related major/minor or make ILR a “sports” school, but the summit could be profitable and helpful to students based on the current interest in the field and the number of alumni working in the industry. A “sizzle” reel has been produced and was shown. It will be placed on the ILR website and on social media.

The school recently hired four new faculty – all assistant professors. Faculty started an ILR theme project, funded by Alumni. “Technology and the Evolution of Work” is the first theme. There will be three short reading projects. Future project proposals from students, faculty and staff have been collected and are being reviewed.

Budget update - In the years 2015-2016, the college’s deficit was an excess of one million. In 2017, the school had surplus of $15,000. This surplus may be momentary due to expected future University cuts. However, the financial state of the college has greatly improved in the last two years.

Strategic Planning Exercise Update– The committee finished its 100 page report in November 2016. One area of their study that is currently in progress is curriculum review. Also, the school is in the process of leasing new space for ILR NYC. The new space will be in Manhattan, probably in same area, or low east 50s, and will have larger conference capacity.

Directors asked the Dean questions about a variety of topics including student wellness initiatives, and current student concerns.

**WELCOME AND INTRODUCTIONS**

Joe Cartafalsa welcomed everyone and the Directors introduced themselves. Joe thanked Susan Youngblood, Ames Collins, Jordan Berman and Jacqui Brady for their planning of yesterday’s events, as well as Sue Sappington and Jennifer Thurston for their continued assistance.

The next meeting of the Board of Directors will be in Philadelphia to coordinate with the 3-day Cornell Alumni Leadership Conference (CALC) event on February 2, 2018.

**APPROVAL OF MINUTES**

Motion to approve the draft of the June 2017 minutes was made by Marty Schmelkin; seconded by Joel Friedman. The motion to approve carried.

**AFFINITY GROUP APPLICATION**

The ILRAA Minority Council submitted an affinity group application. The Executive committee approved the application and recommended that the Board approve it. Susan Panepento made a motion to approve the application; Ames Collins seconded. The motion to approve carried.

**COMMUNICATION**

Joe Cartafalsa reminded everyone of the role of the Board of Directors and proper use of alumni email addresses and contact information. He explained that Directors should not use contact information for their own business purposes. He explained that Directors are ambassadors for the Alumni Association and need to be polite and professional with each other and with school personnel. The school has privacy rules that prohibit disclosure of alumni information without consent; the ILRAA follows these rules as well. Also the school does not have personnel solely dedicated to the ILRAA. The Executive Committee will try to update a guide for Board Members so that written guidance available.

Helaine Sanders explained that she thinks the alumni network has been constrained by the University’s privacy rules; she feels like there was greater access to information on other alumni before the internet. Dawn Levy Weinstein indicated that the Cornell Alumni directory is available on-line and that many alumni are listed there. Jennifer Thurston also explained that some alumni ask the school not to release any of their information and the school agrees to do so.

**TREASURER’S REPORT**

Joe Cartafalsa gave treasurer Don Zinn’s report. In sum, the ILRAA continues to be in a very good financial position with a positive balance sheet. However, it is recommended that we increase spending more on valuable programs for alumni. Marty Schmelkin asked about the funding contract with the University. Joe explained that it is a three-year contract for $40,000 per year and we are in the third year of the agreement. Joe also explained that we are taking a closer look at our financial expenses and will try to reduce them. Beth Florin explained that we are spending most of the annual allocation [last year approx. $36, 000.] Howard Byck asked if we have surveyed the alumni to see if they feel any impact from the new financial structure. Beth explained that it is too soon to do this, but she has found anecdotally that the interest in the programming committee events has been widespread. Tom Barreca suggested that engagement metrics would be a positive reporting tool, such as number of people who enroll in programs and number that attend. Requests were made for a better presentation of the budget (income/expenses and account balances) and for a longer period of reporting. Lisa Hunter suggested a master calendar of all the events could be useful in tracking all association events and participation. She also requested that our treasurer’s report should note that certain activities are underwritten by the alumni themselves. Joe stated that he would try to have these suggestions incorporated into the next budget.

A break was taken from 10:15am to 10:45 am.

**EVENTS**

Beth Florin explained the efforts to do peer to peer webinars and the pros and cons of these programs. A discussion ensued about: planning effort vs. actual attendees; enrollment vs. attendance ratios; livestreaming/recording events; pushing existing content, ie school/chapter programming to wider geographic groups; coordination with other university alumni groups and within the ILRAA; need to improve inclusion of non NY-based alumni; improving the program registration process to include auto calendar entry or subscribing to the podcast. Joe Cartafalsa explained that the E-Board wants to create models/guidelines for events that will walk event planners through the process and alert them to these factors and create best practices. Sue Sappington said that the school has been using Eventbrite for school and alumni programs. This platform enters the event into the enrollee’s calendar. She would like feedback, if it is not working.

**SOCIAL MEDIA**

Jordan Berman encouraged the Board to “get social” in order to activate the broader membership. He explained that Directors must be leaders in doing this. Facebook is the ILRAA’s primary social media presence but we have only 743 members. Leveraging Facebook has been very effective for the ILRAA Women’s Council. Also the Linked In members are over 3,000. On You Tube there are 1,000 subscribers to the ILR School. Jordan explained what Directors can do: join media sites, post something and include #ILRAA, and tell classmates to join the conversation.

**COMMITTEES and PROCESS**

Joe Cartafalsa facilitated a discussion to generate ideas to build up Chapter/Affinity Group/Committee based programming. Harvey Sanders is the Chapter Coordinator; a volunteer to co-chair is needed. The Coordinators will be responsible for overall chapter and Affinity Group coordination including setting a monthly conference call to report on programming. The Programming committee will help and also be part of the monthly call. One programming idea: monthly spotlight/video with alumni. Jordan Berman said we can easily hire someone to do this. Lisa Hunter suggested that Jordan make a video about how to make these videos because people are interested in practical skills. Liz Greenridge suggested making the monthly videos thematic based on practice areas. Howard Wexler will be reporting back to the Board on broader Cornell Alumni activities. Lisa Hunter will be coordinating mentoring/on boarding of new Board Members. Suzette Simon Rubinstein noted that in large geographic areas we don’t have an active alumni group: Houston, Atlanta, Denver. Joe explained that the planned resource guide for event planners will encourage event planning with a goal to push out event ideas, especially to non-NYS alumni. Alyssa O’Connor volunteered to work with Jason Jendrewski on young alumni events. Alyssa suggested that on each event there should be a designated communications person who is doing the photos, the advance PR, etc. Joe noted there is also important follow up work to do on each event. Another Director suggested having a dedicated person to do some portion of the planning work across events. Dawn Levy Weinstein noted that Sue Sappington is often the person who possesses the post-event information. Another Director noted that better coordination with the Dean and school is needed. Joe explained that the Dean is consistently supportive of most ILRAA activities. Joe and Sue Sappington will be asking all the Directors for a photo, bio and email address to post on the website. Nicole Kuzdeba volunteered to set up a google alias for the whole board so we can use one email address to message all.

**JANUARY MEETING**

Joe Cartafalsa reminded the Board that the February meeting will be at CALC, but will host a post holiday party in Manhattan in January. There were location suggestions: Cornell Club, Cornell Tech. Lisa Hunter mentioned that a separate tour of the Tech campus would be good event. Generally, people expressed a preference for a Thursday evening event.

Joe reminded all that the ILRAA encourages financial support of the school in any amount.

The meeting concluded at 12:30.