“I’m not undecided about the ILRAA.”

-- Ken Bone
I’m with Hallock

ILRAA | #ILRAA
MAKE ILR GREAT AGAIN!

#ILRAA
ILRAA
CHALLENGE
CAPTURE ATTENTION
+ INSPIRE CONVERSATION
SOLUTION
CREATE A P2P BRAND
+ DEVELOP CONTENT & CHANNELS
EXECUTION
BE RELEVANT, CONSISTENT & DIGITAL
SOLUTION – PART A

CREATE A PEER TO PEER BRAND

- LOGO & TAGLINE
- PERSONALITY & TONALITY

*A BRAND IS A PROMISE THAT EARN ATTENTION & LOYALTY*
ILRAA LOGO IS TO BE PLACED NEAR THE CORNELL SEAL FOR IDENTIFICATION & BRAND HALO PURPOSES
SOCIAL MEDIA ICON

*Social media icons are typically square avatars
Dear fellow ILRers,

Please join me for a glass of wine on Wednesday, February 24th, at 7:00 pm at the ILR Conference Center in Manhattan, to view the livestream from Ithaca of a discussion of "The Second Machine Age" by Erik Brynjolfsson and Andrew McAfee. Cornell Speech and Debate Team members and ILR Professors Boyer, Dyer and Tolbert will be sharing their perspectives on the New York Times best seller. Meet me on the 6th floor at 16 East 34th Street for what should be a lively and informative evening. Please let us know you are coming. RSVP to ss446@cornell.edu.

I look forward to seeing you.

Regards,

Esta P. Bigler
Estu Bigler '70
President

Friends,

We recently sent the message below to all newly admitted freshman and transfer students who live in the greater NYC area. We would love to have you join us at this wonderful annual event hosted by the ILR Alumni Association.

Please contact Sue Sappington (ss446@cornell.edu) to let us know that you will be joining us on Monday, June 13 at 6pm.

Congratulations incoming students!

Please join us Monday evening, June 13, 2016 for a reception in your honor hosted by the ILR Alumni Association. The reception will be held from 6:00 p.m. to 7:30 p.m. at the Cornell ILR Metropolitan Office, which is located at 16 East 34th Street (between Madison and 5th Avenues) on the 6th floor. Please RSVP to Sue Sappington at ss446@cornell.edu before Thursday, June 9, 2016.

As you prepare for the start of this great adventure, we invite both you and your parents or caregivers to meet other incoming students, ILR alumni and current students from the New York City Metropolitan area. It’s a fun event.

We ILR alums are excited to have you join us. Graduates of the ILR School have incredible success in a broad range of careers.

Please do not hesitate to get in touch with Sue Sappington at ss446@cornell.edu if you have any questions.

I look forward to meeting each of you on Monday, June 13th.

Sincerely,

Esta P. Bigler
President, ILR Alumni Association
Alumni Association

Dear Alumni, Parents and Friends,

ILR commemorates its 50th anniversary this year, an occasion we have a lot to celebrate. We are excited to welcome our new dean, Kevin Hallock, who we know will continue to build ILR as the premier school studying the workplace. We look forward to working with Dean Hallock as he leads ILR into the next 50 years.

Read the full letter from the Executive Committee.

The purpose of the Cornell ILR Alumni Association is to promote the interest and welfare of Cornell University’s ILR School and its alumni, faculty, and students. In fulfilling its mission of service, the Association also provides opportunities for alumni to keep up with the latest issues in the field and to form rewarding social and professional contacts with other alumni.

The centerpiece of our programs is the Alumni Bulletin, which is published every three weeks. In addition to job listings, it also contains notices of alumni events at no cost and receives a listing of upcoming alumni events and activities.

Alumni Directory

Cornell Connect helps you connect and share with Cornellians.

Weekly Job Postings

- September 11, 2015 (PDF, 8 KB)
- September 2, 2015 (PDF, 8 KB)
- August 22, 2015 (PDF, 9 KB)
- August 11, 2015 (PDF, 10 KB)

UPCOMING ALUMNI ASSOCIATION EVENTS

OCT 8

Networking: ILR Alumni in Finance
PERSONALITY

- FRIENDLY
- INCLUSIVE
- POSITIVE
- FUN
- SMART
- HUMBLE
- TECH SAVVY
- SUPPORTIVE
- CONNECTED
- NOSTALGIC
TONALITY

- CLEAR
- CONCISE
- MODERN
- FUN
- VISUAL
- INFORMAL
SOLUTION – PART B

CREATE & CURATE STORIES

PRODUCED BY LEADERSHIP

PRODUCED BY MEMBERSHIP

I AM ILRAA

ILRAA ‘ROUND THE WORLD

ESTA’S BLOG

SHEEPSKIN SELFIES

ILRAA AS MODERATOR & COMMUNITY MANAGER
NEXT STEPS:

ADMINISTRATE CHANNELS VIA ILRAA COMMUNITY MANAGERS

COORDINATE EDITORIAL CALENDAR WITH ILR SCHOOL

DEVELOP & PUBLISH CONTENT ACROSS CHANNELS

BE RELEVANT, CONSISTENT & DIGITAL
DEPLOY DYNAMIC SIGNAL SOCIAL ADVOCACY PLATFORM
DEPLOY DYNAMIC SIGNAL SOCIAL ADVOCACY PLATFORM

CONTINUED
GET SMART ON SOCIAL

SOCIAL MEDIA: WTF?
GET SMART ON SOCIAL

AGENDA
1) Social Media Landscape
2) Best Practices
3) Amplify ILRAA
4) Contest
CONTEST

1) Snap campus pics and videos
2) Post to Facebook, Instagram and Twitter with #ILRAA
3) Win a prize for most likes, shares and retweets!
YOU BETTER CATCH UP!
How do I know this approach will work?
Trump writing a term paper:

Sources Cited:
1. You Know It
2. I know It
3. Everybody Knows It
DIAL YOUR RED PHONE

609-558-5309

jordan berman / founder & ceo
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jordan@ofc.tv
609.558.5309

Escape the cube!