NEW ILRAA COMMUNICATION FRAMEWORK

9.26.15
CHALLENGE

HOW DO WE INSPIRE ILRAA CONVERSATIONS TO ENGAGE MEMBERS?
content
1. BRAND IDENTITY

“NAME TAG”
LOGO

“HELLO”
TAGLINE

INOLVE & INSPIRE

WE STILL LOVE TO READ

ALT. TAGS
1. BRAND IDENTITY (CONTINUED)

PERSONALITY

- FRIENDLY
- INCLUSIVE
- POSITIVE
- FUN
- SMART
- HUMBLE
- TECH SAVVY
- SUPPORTIVE
- CONNECTED
- NOSTALGIC
1. BRAND IDENTITY

TONALITY & STYLE

- CLEAR
- CONCISE
- MODERN
- FUN
- VISUAL
- INFORMAL
2. STORIES

CREATE & CURATE

Produced by leadership

Produced by membership

“ILRAA As Moderator & Community Manager”

ILRAA ‘ROUND THE WORLD

SHEEPSKIN SELFIES
CHANNELS

[Image of various media icons and people using technology]
1. WEBSITE

# OF VISITORS & PAGE VIEWS
2. ADVANCE
# ADDRESSES

Alumni Partnering in ILR’s Future

Dear Alumni, Parents and friends,

As ILR commemorates its 75th anniversary, we have a lot to celebrate. We are excited to welcome our new dean, Kevin Hallock, who we invite to 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 75 years.

The members of the executive committee of the ILR Alumni Association are committed to partnering with you to promote ILR’s mission. We would love to hear your thoughts and ideas about the school and how the alumni association can better serve you. There will be many opportunities in the coming year for you to become involved.

Our alumni community has grown to over 13,000 strong, with 16 chapters around the country covering both coasts and cities in between. We can connect you with the chapter closest to where you live or work.

Many of you are engaged with ILR—helping to advance the school by hosting events, sharing career advice with students, and attending classes and events at the school. We hope more of you will join our ranks of involved alumni.

Your participation and support will continue to ensure that ILR remains the most influential school of its kind in the world. Many of you might like to reconnect with ILR but are unsure of how to get started. We encourage you to reach out to any of us and we will find a place for you. There are ample ways to get involved and get reached.

The ILR is still young and we need your help to improve working lives, the workplace, and communities. We want your ideas to be a part of its future. Please contact any executive committee member and give us your input.

Warm regards,

ILR Alumni Association Executive Committee

Alumni photos on right in descending order:
President - Erica Byrnes ’75, ericabyrnes@gmail.com
Past President - Dave Russell ’79, davidmichaelmiller.com
Vice President - Bob Cunningham ’78, rob@lawmagazine.com
Vice President - Beth Harris ’83, bethharrisllc.com
Past President - Barry Huttlin ’73, burtlin@tntonline.com
Vice President - Secretary - Ritha Reddy ’77, ritha@reduniverse.net
Vice President - Treasurer - Sue Faye ’78, suefayebay.com

by Paul Smith. Additional photography provided by ILR students and alumni: Inside back cover photos of 2015 Dean & Alumni Awards, top row: Dean, Thomas, Hallock, ILR’s Center; 2nd row: ILR’s Center Director, Beth Harris; 3rd row: Dean, Thomas, Hallock, ILR’s Center Director, Beth Harris; 4th row: Darien Borden ’78, Warren ’79, Sue Faye ’78, Sue Faye ’78, Sue Faye ’78, Sue Faye ’78, Sue Faye ’78.
3. MAIL

# ADDRESSES

Join us!
ILR Alumni Association

 Cornell University
ILR School
ILR School

Your membership in the ILR Alumni Association Makes a Difference!

- Stay Connected
- Attend ILR Alumni 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/

Elizabeth Scheppe Barman
56, Standard Rd E
Pennington, NJ 08534-5107

PAID
Black New York, America, NY
Dear ILRAA Member,

As we approach the ILR School’s 70th birthday, I am excited to announce the launch of the new ILR Alumni Association (ILRAA). The ILRAA board of directors is reimaging the ILRAA with a focus on inclusion. We want to connect our more than 11,000 amazingly diverse alumni with each other, the school, students, and faculty.

We appreciate your support as a member and hope you will support our goal of making it easier than ever to get involved and continue to share the ILR experience as alumni. Last year, Dean Harry Kutz offered to fund the ILRAA so we would no longer need to charge dues, enabling us to spend more time and energy serving our alumni, students, and the school. This offer was repeated by Dean Kevin Hallock and the Board of Directors voted to accept it at our meeting in June. We believe that dues-free, automatic membership in the Alumni Association will enlarge our community and encourage participation.

It was agreed that all dues currently held in our accounts would be retained by the Alumni Association for special projects or perhaps a scholarship fund. We will be reaching out to you for your ideas about the best use of these funds.

We want the new ILRAA to reflect what is meaningful and relevant to you today, while building on our tradition of service, events, networking and learning for alumni. Recently, you received a message from Dean Kevin Hallock regarding two upcoming surveys:  the first can be found at the following url: https://www.northeast.net/AlumniEngagement2017Code=1011223. If you are having trouble with the link, please copy and paste it into your browser. We hope you will take a few minutes to complete the survey and help shape the new ILRAA.

If you have any questions, please feel free to send an email (alum@cornell.edu) or call me (212-340-2850). We look forward to working with you to make our goals for the new ILRAA a reality.

Thank you!

Best,

Eda Bilger ILR ’70
President, Board of Directors
ILR Alumni Association

Click here to unsubscribe.
5. LINKEDIN
SCHOOL (677 STUDENTS & ALUMNI)
5. LINKEDIN
ALUMNI (3,301 MEMBERS)
6. FACEBOOK

SCHOOL (3,817 LIKES)

ALUMNI (668 MEMBERS)
7. TWITTER

SCHOOL (2,453 FOLLOWERS)

ALUMNI (1,034 FOLLOWERS)
8. INSTAGRAM
SCHOOL (128 FOLLOWERS)
9. YOUTUBE

SCHOOL (507 SUBSCRIBERS)
ENGAGE: LIKES/SHARES/VIEWS
FOLLOWS/RETWEETS
DYNAMIC SIGNAL
EASY TO SHARE & TRACK

You've been invited to become a Social Ambassador for ILRAA by Jordan Berman.

Now you can read and share awesome content from ILRAA.

Get Started

- Come back often and see what new content has been added.
- Earn bonus points by submitting articles, videos and more that would be of interest to the community.
- Build your personal brand and become a thought leader in your space.

Get the latest on mobile
No need to open a browser, do it all from your phone.
Download and enter the access code "HTTP" or sign in with your iom.com email address to get started.

Trouble reading this message?
View in a browser

To Unsubscribe
Click here

---

Sign in to Access the Community

Text link:

Join Us!

Name

Password

Sign In

Create an Account

Email address

Create Account

Download the Mobile App

Android

iOS

What's next? Check out another opportunity below.

Barry Back '90, Founder of Blue Mercury, To Keynote Fall LIU...

Excellent to meet Barry Back '90, at Rock 11, the 33rd Annual LIU Post Gala. Barry Back has been a cornerstone of LIU Post, his successful career in cosmetics has created a special place in the hearts of our students and faculty. It was a pleasure to see Barry Back '90, at the Distinguished Alumni reception held in his honor at LIU Post, 2019.

View

Comment

Get Involved

Barry Back '90, Founder of Blue Mercury, To Keynote Fall LIU...

Excellent to meet Barry Back '90, at Rock 11, the 33rd Annual LIU Post Gala. Barry Back has been a cornerstone of LIU Post, his successful career in cosmetics has created a special place in the hearts of our students and faculty. It was a pleasure to see Barry Back '90, at the Distinguished Alumni reception held in his honor at LIU Post, 2019.

View

Comment

Get Involved

Barry Back '90, Founder of Blue Mercury, To Keynote Fall LIU...

Excellent to meet Barry Back '90, at Rock 11, the 33rd Annual LIU Post Gala. Barry Back has been a cornerstone of LIU Post, his successful career in cosmetics has created a special place in the hearts of our students and faculty. It was a pleasure to see Barry Back '90, at the Distinguished Alumni reception held in his honor at LIU Post, 2019.

View

Comment

Get Involved

Barry Back '90, Founder of Blue Mercury, To Keynote Fall LIU...

Excellent to meet Barry Back '90, at Rock 11, the 33rd Annual LIU Post Gala. Barry Back has been a cornerstone of LIU Post, his successful career in cosmetics has created a special place in the hearts of our students and faculty. It was a pleasure to see Barry Back '90, at the Distinguished Alumni reception held in his honor at LIU Post, 2019.

View

Comment

Get Involved
LET'S PUNCH IT!