

Cornell Alumni Association Annual Meeting FY18

2018 Annual Meeting Minutes

The 2018 Annual Meeting of the Cornell Alumni Association took place via conference call on Thursday, June 14, 2018 at 12:00 p.m.

Attendees:

Jenny Barnett, Jim Mazza '88, Betty Wong Ortiz '94, Rob Rosenberg '88, David Steward '79, Katlyn Wilcox

Call to Order – Betty Wong Ortiz

Quorum Present: Betty Wong Ortiz, Rob Rosenberg, and Jim Mazza. With that, Betty called the meeting to order at 12:02pm.

Cornell Alumni Magazine (CAM) – Jenny Barnett

In the past few years, class dues and subscription numbers have been declining. We have had a number of new subscribers over the past year which will hopefully decrease the overall decline. The budget for FY19 is similar to that of FY18. A survey is being completed in conjunction with *Ezra* magazine. The results will be shared with the CAA Board once complete. There has been a 10% response rate from CAM readers.

Cornell Wine Project – Jim Mazza

The Cornell Wine Project was announced last week and 30.5 cases were sold in the first week. We will continue to promote the offering via social media. The platform is working well; currently, the wine is only being sold by the case. The plan is to extend over time to engage other Cornell wine producers and consider turning the selection process into a major university event (i.e. blind wine tastings). There has been a lot of support from Dean Boor and John Dyson, the New York State Wine Industry Association, Cornell faculty, and others.

Cornell Alumni Association Travel Program – Jim Mazza

There is increased investment in the travel program to grow its potential. The year ended with 30 trips attracting 550 travelers with expanded locations and itineraries. Group travel is clearly popular with alumni; we are beginning to see younger alumni participate as well. The projection for FY19 is 39 itineraries with 490 individuals booked for these trips thus far.

Update on Overall Alumni Engagement – Jim Mazza

A goal was set at 105,000 alumni to engage in the life of the university—attending an event, making a gift, voting, becoming a member of their class, or receiving a magazine or digital/online opportunity. Currently with three weeks of counting yet to go, we are at 77,810; the highest number ever was in the 90,000s. Among our volunteers goals is 50% giving, which includes Cornell Alumni Admissions Ambassador Network (CAAAN). We are currently at 39% and there continues to be gifts arriving daily. Among undergraduate alumni and the senior class, there are currently 31,000 donors and the goal is 34,000. In regards to 1865 members, we have surpassed the 44,600-person goal, with 45,000 donors to date.

Announcement of Michelle Vaeth '98 as incoming associate vice president of Alumni Affairs and appointment as Cornell Alumni Association secretary, beginning July 1.

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There needs to be a review of the terms for the officers of CAA (and the size of the CAM Committee), as there are currently inconsistencies. Jenny and Betty will review these terms and make recommendations for consideration at a future meeting.

Election of incoming officers – Betty Wong Ortiz

* Michelle Vaeth '98, Secretary

The motion to approve the slate was unanimously approved.

Adjourned at 12:20 p.m.