

Cornell Alumni Association Annual Meeting FY20

2020 Annual Meeting Minutes

The 2020 Annual Meeting of the Cornell Alumni Association took place via zoom on Wednesday, June 24 at 1:00 p.m. eastern time.

Attendees:

Jenny Barnett, Betty Wong Ortiz '94, Rob Rosenberg '88, Michelle Vaeth '98, Patty Gabriel

Call to Order – Betty Wong Ortiz

Quorum Present: Betty Wong Ortiz, Rob Rosenberg, and Michelle Vaeth. With that, Betty called the meeting to order at 1:02pm and said a special thank you to Jenny and Michelle for the hard work and openness during the pandemic.

Cornell Alumni Magazine(CAM) – Jenny Barnett

This year has had challenges due to COVID-19. Even with the challenges, there has been an increase in reader engagement. Circulation was up a tiny bit over the previous year.

A group is currently underway to look at new ways to work through the magazine.

Alumni Engagement update – Michelle Vaeth

Michelle shared the numbers are currently showing a strong year for engagement with 80,000 unique engaged to date. The final engagement numbers for the fiscal year will not be available for another six weeks. The goal of 86,000 unique engagement was set before the pandemic. The end of campaign goal is 200,000 unique engagement. Confident we will meet or exceed goal.

Gave update on CALC and reflections before pandemic. CALC 2020 was held in Las Vegas.

Adjourned at 1:30 pm