Cornell Alumni Engagement Strategic Plan
2020-2026

Engagement Imperatives
- Inspire more students to embrace the alumni network
- Increase young alumni engagement
- Develop flexible, lifelong journeys for any alumnus

Engagement Areas of Focus
- Cultivate multi-generational dialogue and community
- Promote lifelong learning
- Simplify volunteer structures and experiences
- Provide scalable, relevant alumni career support
- Cultivate a diverse volunteer base
- Leverage alumni affinity communities to increase engagement
- Ensure inclusivity of Grad alumni in broad based engagement programs
- Inspire more alumni to choose to give to Cornell

Operational Imperatives
- Reinvent our college & unit partnerships
- Streamline communications

Measured Outcomes:
1. Overall Engagement
2. Number of Alumni Donors

Our Mission:
To enhance the lives of Cornell alumni and future alumni through lifelong partnership in commitment to the university’s founding principle of “any person ... any study.”

Our Vision:
Vibrant, lifelong alumni engagement.

Guiding Principles:
- Meet alumni where they are:
  - in life
  - in region
  - culturally
  - through technology
- Innovate in all practices
- Drive strategic action with analytics

Engage 200K unique alumni during the “To Do The Greatest Good” campaign