

# 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**