

The CAA Cup

Purpose:

To showcase the unique activities produced by the multitude of Cornell alumni groups, and to enhance the value of the Cornell Alumni Association to the many groups of alumni throughout the world.

Who is eligible to participate?

Any group of alumni gathered to celebrate Cornell including but not limited to: Clubs, Affinity groups, classes, college affiliated alumni groups

Requirements:

- Complete the short entry form- available on line
- Entry form to include: Group sponsoring the event, date of event, # attending event, is this a new or repeat event, written description of event
- Visual presentation of your alumni event (video, slide show) – maximum length of 2 minutes- to be submitted through YouTube
- Submissions due by November 10, 2012 for evaluation

Evaluation Criteria

Submissions will not be evaluated based on the production quality of the video; video from a phone is acceptable as long as both audio and video are of adequate quality to be understood. Collage of photos with narrative also acceptable

- Event should evoke one's emotion toward Cornell
- Showcase Cornelliana
- Make the viewer want to attend the event the next time it is held
- Be worthy of being used as a basis for other groups to hold similar events

Evaluation

- Finalist designation: Submissions will be evaluated by a committee initially consisting of the CAA Executive Committee and the Directors at Large – Group will designate 3-5 finalists
- Finalists to be voted on by participants at CALC – after registration provide link and request they watch presentations and vote for their favorite.

Presentation

- A number of presentations (finalists + some depending on available time) will be included on a loop to be viewed via monitor at or near the CALC registration desk
- Winner to be announced with submission viewed during CALC
- Physical award to be determined. Initial idea is to have a trophy of some sort which can be passed from year to year- for years after #1 ideally we would like to have a member of the prior year's winner present to the next winner

How will we solicit submissions?

- List on website with events – Cornell Connect
- E-mail solicitation to Alumni Leaders/Volunteers
- Regional Staff
- Include in next available issue of Alma Maters (Sept/Oct) for first year

Budget

- Cost of award and annual addition of winner
- Conference call for committee to discuss and determine finalists
- Possible subsidy to winning group to ensure a physical presence at CALC to accept the award