

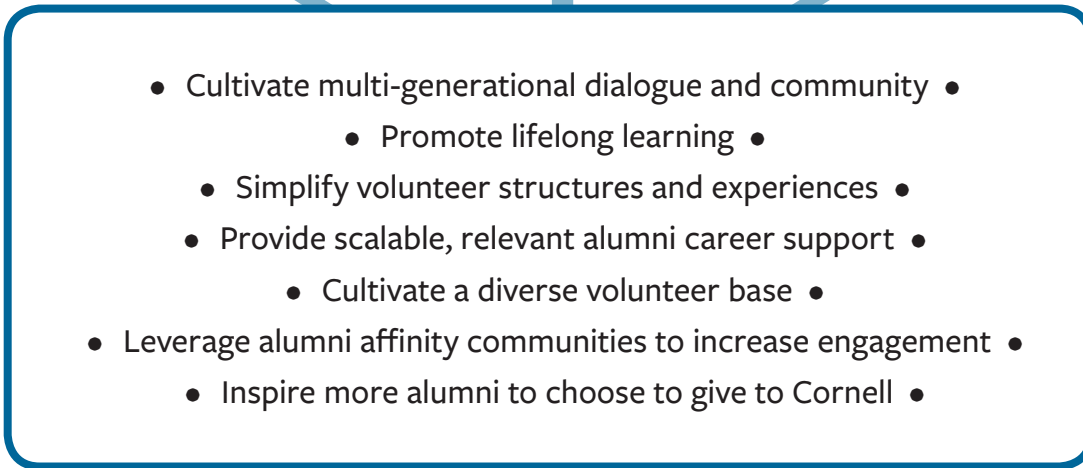
Cornell Alumni Engagement Strategic Plan

2020-2024

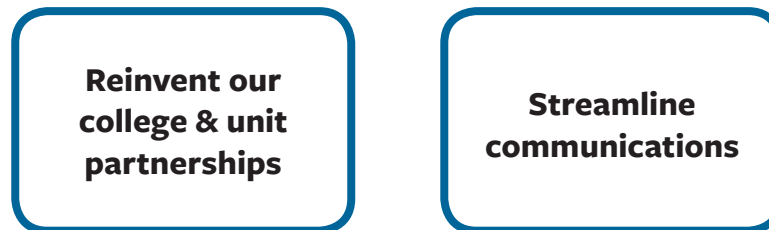
ENGAGEMENT IMPERATIVES



ENGAGEMENT AREAS OF FOCUS



OPERATIONAL IMPERATIVES



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**