# Cornell University

# **Cornell Alumni Engagement Strategic Plan**

2020-2024

**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
  - 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