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