



*to do the  
greatest good*

The Campaign for  
**Cornell University**

# Cornell University Council

New & Returning Member Information Session  
June 2026



# Agenda

- Welcome and Introductions
- Cornell University Council & University Leaders
- Cornell Alumni Engagement Strategic Plan
- Council Mission Statement & Vision for 2026-2028
- What is Cornell University Council?
- Member Expectations
- Resources and Tools
- Q&A



# Today's Speakers



**Greg Hartz '83**  
Chair  
Cornell University Council



**Jamie Hintlian '82, MEng '85,  
MBA '86**  
Chair, Mentoring Committee  
Cornell University Council



**Lindsey Murtland**  
Director, Volunteer Training &  
Leadership Development  
Alumni Affairs

# Cornell University Council & University Leaders



University President  
**Michael I. Kotlikoff**



Alumni Affairs & Development  
Vice President  
**Fred Van Sickle**



Alumni Affairs  
Associate Vice President  
**Michelle Vaeth '98**



Alumni Affairs  
Senior Director  
**Tina Gourley**



Volunteer Programs  
Director  
**Lindsey Murtland**



Cornell University Council  
Chair  
**Greg Hartz '83**



Cornell University Council  
**Members**

# Staff Leadership



**Lindsey Murtland**, Director  
Volunteer Training & Leadership  
Development  
[lsm234@cornell.edu](mailto:lsm234@cornell.edu)

**CUC Role: Overall CUC Coordination**



**Heather Wells '02**, Director  
Alumni Volunteer Operations  
[hak5@cornell.edu](mailto:hak5@cornell.edu)

**CUC Role: Membership, Nominating**



**Melissa Thompson**, Program  
Coordinator  
Alumni Volunteer Programs  
[mt854@cornell.edu](mailto:mt854@cornell.edu)

**CUC Role: Board Support**



**Rebecca Flaherty**, Assistant Director  
Volunteer Programs  
[rff42@cornell.edu](mailto:rff42@cornell.edu)

**CUC Role: Recognition, Continuous  
Engagement**



**Tom LaFalce '94**, Director  
Data and Strategy Development  
[tpl1@cornell.edu](mailto:tpl1@cornell.edu)

**CUC Role: Development**



**Nataki Corneille**, Director  
Diversity Alumni Programs  
[nc452@cornell.edu](mailto:nc452@cornell.edu)

**CUC Role: Diversity, Equity, Inclusion  
Belonging**

# Cornell Alumni Engagement Strategic Plan

**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

# History of Cornell University Council

1947

Establishment of the  
Greater Cornell  
Committee

1950

Reorganization of  
the greater  
Committee as a  
permanent advisory  
body on fund raising  
and development to  
be called the Cornell  
University Council

1951

The first Council  
priorities would be  
stepping up Cornell  
Fund activity and  
“improved and more  
intensive secondary  
work”

1955

President Malott  
gave a “State of the  
University” address  
to the assembled  
Council, thus  
beginning a Council  
Weekend tradition.  
He defined the role  
of the Council  
members as:  
ambassador,  
promoter, and  
adviser.

# Council's Mission Statement

As leaders in service to Cornell, we will make a difference for the entire Cornell community by serving as the catalytic agent that **Inspires, Informs, Engages and Propels** broad recognition of Cornell as one of the top 10 universities of the world.





# A Network of Leaders. A Community of Ambassadors.

- Council membership is in part recognition of the members' significant contributions to Cornell.
- Council membership is also an invitation to actively seek out opportunities to serve as an ambassador for Cornell.
- Our objective as the leadership of Council is to help all members have a clear understanding of what it means to be an ambassador for Cornell.



**In what ways have you have been a  
Cornell Ambassador?**

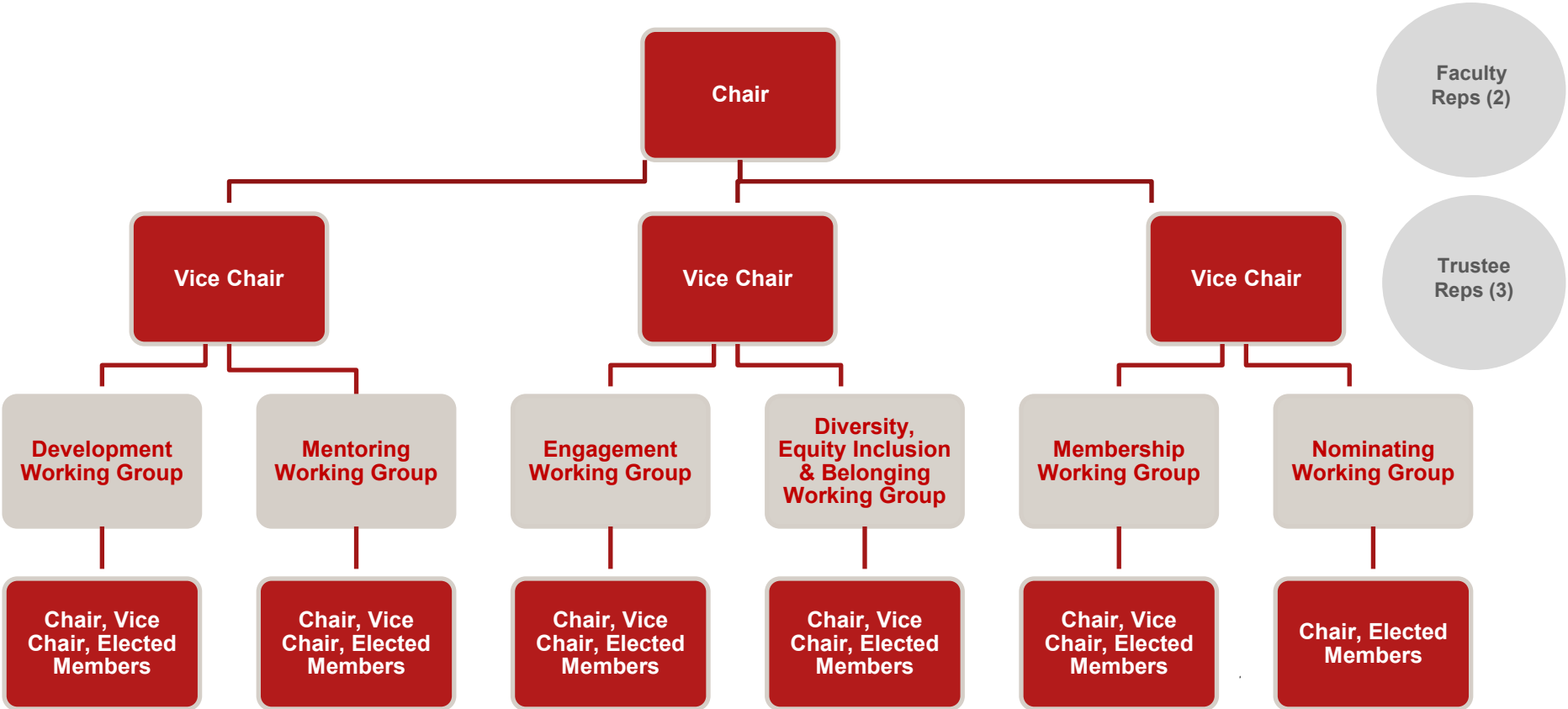
Join at  
**slido.com**  
**#1872 948**



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# Administrative Board Structure



# Working Group Leadership

Working Group Composition	Working Group Chair	CUC Vice Chair
<b>Development</b> Board + Council members	Sarah Binder Mehta '01, Chair TBD, Vice Chair	Greg Bassuk '94
<b>Diversity, Equity, Inclusion, &amp; Belonging</b> Board + Council members	Reginald White '80, Chair TBD, Vice Chair	John Rawlins III '06
<b>Engagement</b> Board + Council members	Katie Schoenberg '03, PhD '10, Chair Huck O'Connor '88, Vice Chair	John Rawlins III '06
<b>Membership</b> Board only	Baron Ah Moo MPS '93, Chair Eric Rosario '91, Vice Chair	Lindsay Forness '84
<b>Mentoring</b> Board + Council members	Jamie Hintlian '82, MEng '85, MBA '86, Chair Mollie Pulver '80, Vice Chair	Greg Bassuk '94
<b>Nominating</b> Board only	Debra Stern '87, P'27, Chair	Lindsay Forness '84


# What should you get out of Cornell University Council (CUC)?



# Your Council Journey


## From Invitation to Impact (and Back Again)

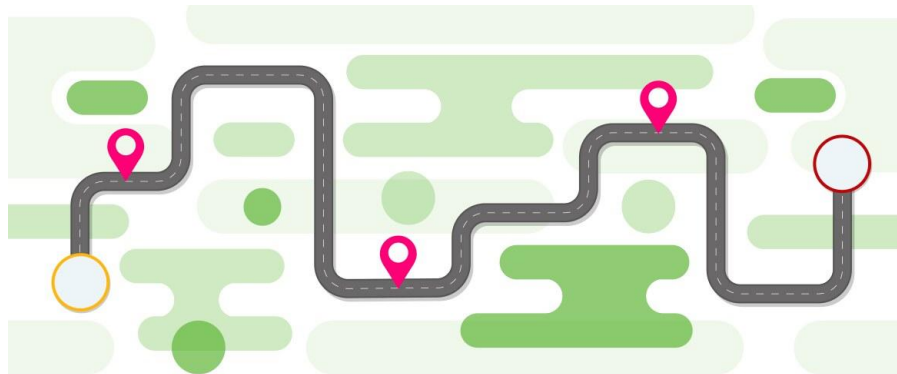
 Leading through service

 4-year adventure

 Built in guide

 2-year hiatus to recharge

 Rejoin the path



# Council Members are Expected To.....Connect

- **Attend** the Cornell Volunteer Summit including the Trustee-Council Annual Meeting
- **Contribute** financially to the university at a level of individual comfort
- **Nominate** someone for a volunteer role at Cornell
- **Vote** in the Alumni Trustee Election
- **Join** Cornell matters and learn how to advocate for Cornell
- **Share Knowledge** by joining and participating in CUeLinks



# Cornell matters

The logo features the text "Cornell matters." in white, bold, sans-serif font. The word "Cornell" is on the top line and "matters." is on the bottom line. This text is centered within a circular red shape that has a darker red silhouette of the state of New York in the background. The entire logo is set against a solid dark red rectangular background.

**Cornell**  
matters.

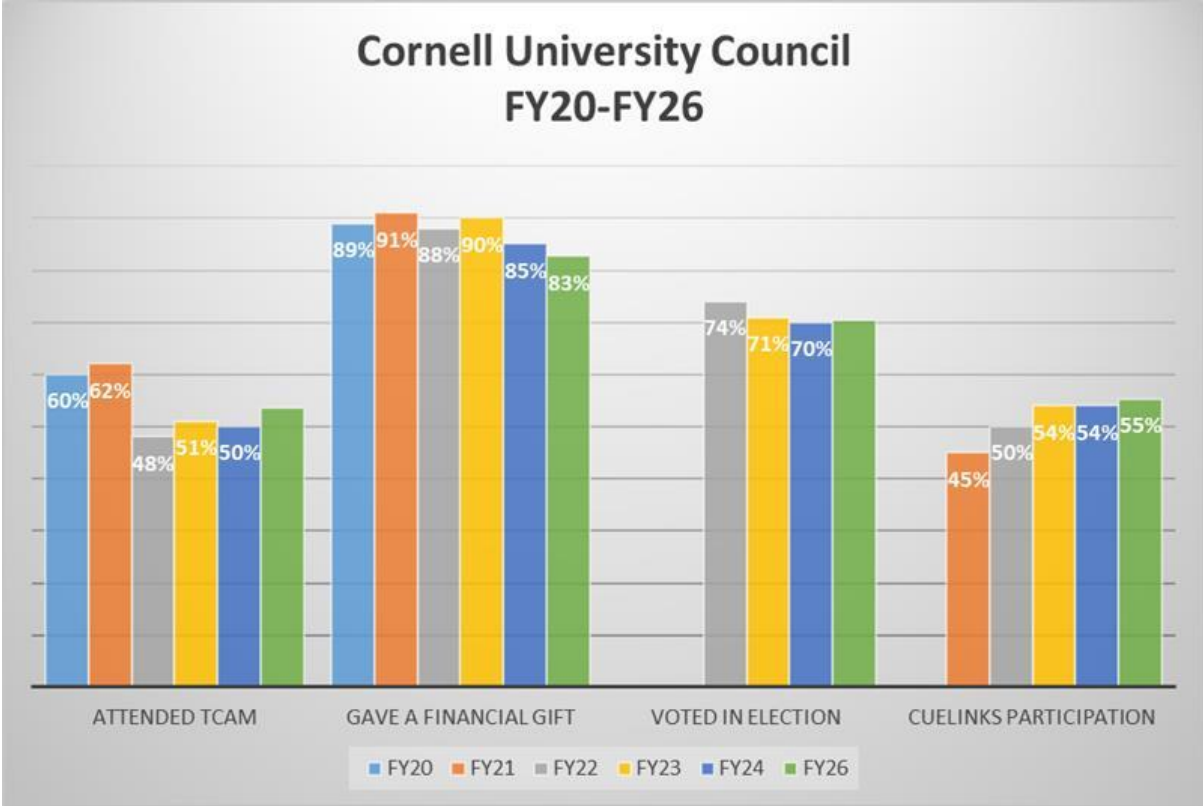
## Sign up to take action and receive:

- Updates on vital projects and critical issues affecting Cornell
- Tools to help you communicate with your networks and elected officials
- Opportunities to share your story about why Cornell matters
- Ways to make a direct impact

<https://alumni.cornell.edu/cornellmatters/>

# Cornell University Council Impact

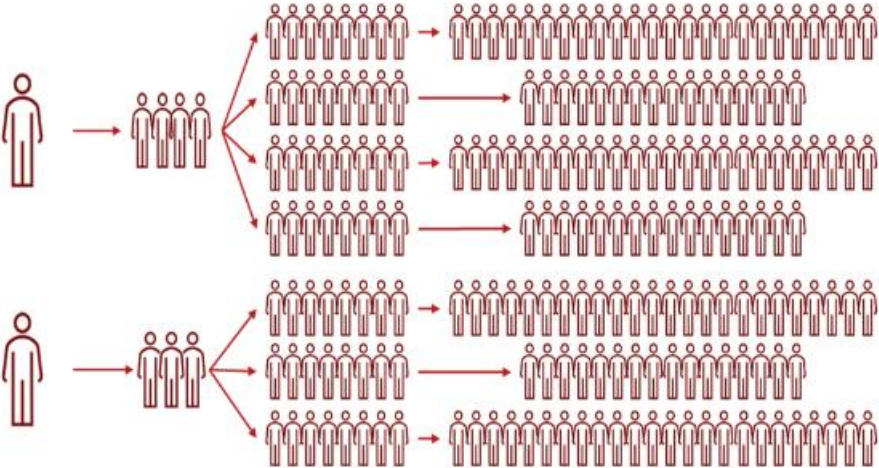
As of May 1, 2026



Reflects current membership (elected and Administrative Board) in each of the fiscal years shown.

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# The Power of Council Connections



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# Resources, Tools and Additional Information



# Resources

 [Council Website](#)

 [Cornell University Statements](#)

 [Cornell Chronicle](#)

 Council [Facebook](#) and [LinkedIn](#)

 [Cornell Information on Executive Orders](#)

 [CUVolunteer](#)

 [Cornell matters](#)

 [CUeLinks](#)

 [Make a Gift](#)



# Save the Dates

- **June 30:** Deadline to respond to invitation
- **July 1:** Term Begins
- **September 16:** Council Conversation, 7:00-8:30 p.m. (Zoom)
- **October 14-16, 2026:** Cornell Volunteer Summit and Trustee-Council Annual Meeting, Ithaca



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# Cornell Volunteer Summit

**October 14-16, 2026**

Including the Trustee-Council Annual Meeting



# Your Action Plan

- Respond to the invitation from Debra Stern sent on June 1
- Make travel arrangements to Ithaca for [Cornell Volunteer Summit](#) (October)
- Bookmark the [Cornell University Council website](#)
- Update your [CUVolunteer profile](#)
- Join [Cornell matters](#)
- Connect with Council on [Facebook](#) and [LinkedIn](#)
- Create a [CUeLinks](#) profile, if not already a member

Have a question????

email [ovp@cornell.edu](mailto:ovp@cornell.edu)



**Questions?**

**ovp@cornell.edu**

