



## Cornell University Council

### New Member Welcome Call Script 2013

#### Objective

To welcome new members to the Cornell University Council, provide them with the key information and expectations, and answer questions they may have about Council and its supported programs.

#### Introductions

- ✓ Name
- ✓ Class year
- ✓ College
- ✓ Years as Council Member
- ✓ Position on Administrative Board of Council

#### Why you are calling

- ✓ To welcome or encourage new members to join University Council
- ✓ To explain the role and expectations of a Council member
- ✓ To answer any questions about CUC

### Review the Following Frequently Asked Questions

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#### Who are the members of the Cornell University Council (CUC)?

- ✓ Council is a select group of alumni, parents and friends who have demonstrated an interest in and leadership for Cornell.
- ✓ Council members are Cornell's key ambassadors. They facilitate a reciprocal flow of information between the university and the greater Cornell community.

#### What are the expectations of a CUC Member?

- ✓ Every member will participate in an orientation webinar and other online training programs and will attend Trustee-Council Annual Meeting (TCAM).
- ✓ Every member will share at least one university update at an informal or formal discussion at a Cornell meeting or event (Council Ambassador Program).
- ✓ Every member will make an annual gift to Cornell at a level of individual comfort.
- ✓ Every member will nominate future CUC members.

#### How long is a member's term?

- ✓ Terms are four years.
- ✓ Following a two-year hiatus, members are reconsidered for another membership term.

#### Is one automatically reelected at the end of the two-years hiatus?

No, reelection is not automatic. Everyone who completes the two-year hiatus will automatically be considered for reelection, along with all new nominees. A committee of peers considers and presents a slate of those candidates who best demonstrate leadership activity at Cornell, in their business or profession, or in their community.

While you are a member of CUC, key to being reelected to Council is annual demonstrated support of Cornell priorities in the following ways:

- ✓ Attend TCAM.

- ✓ Provide at least one university update at an informal or formal discussion at a Cornell meeting or event.
- ✓ Make a yearly gift to Cornell at a level of individual comfort.
- ✓ Participate in training programs.

In considering candidates for reelection, the membership committee takes into account one's Cornell involvements during hiatus.

### **If one is not reelected at the end of the hiatus, will one ever be able to rejoin?**

Yes, anyone can be nominated and will be considered for membership at any time except during his or her two-year hiatus.

### **What are the philanthropic expectations of a Council member?**

Our goal is to have 100% participation from all of our Council members. To meet that goal, every Council member is expected to make a yearly gift at a level that is comfortable for him or her. You can make a gift online at

[www.alumni.cornell.edu/give/](http://www.alumni.cornell.edu/give/).

### **What is Trustee-Council Annual Meeting (TCAM)?**

- ✓ It is a special weekend for the Board of Trustees, Cornell University Council, and university leaders to come together to celebrate past accomplishments, discuss present priorities, and learn about future initiatives.
- ✓ The weekend is filled with sessions to keep the Board of Trustees and Council members informed about the strategic direction and corresponding action plans in support of Cornell.
- ✓ Resources are provided to assist Council members in fulfilling their role as ambassadors.
- ✓ Dress style for TCAM is business casual; dress for Friday's dinner is business.
- ✓ Dates are set five years in advance by the Board of Trustees and can be found on the Council website: [www.alumni.cornell.edu/council](http://www.alumni.cornell.edu/council).
- ✓ Put these dates on your calendar NOW!
  - October 24-26, 2013
  - October 23-25, 2014
  - October 22-24, 2015

### **What happens at the Joint Annual Meeting?**

The Chairs of the Board of Trustees and the Cornell University Council provide updates or vision statements and the President delivers his State of the University address. There may also be a report on fundraising or other issues of importance to each group.

### **How does one make the most of TCAM?**

Attend as many sessions as possible. This is a good way to gather information for a university update at an informal or formal Cornell gathering.

- ✓ Every academic dean hosts updates at College and Unit lunches.
- ✓ The university spotlights notable faculty and students through lectures and panels.
- ✓ Tours are offered to introduce key new campus buildings.
- ✓ When you register for TCAM in September, sign up for new experiences as well as the things you already know about.

### **What does it mean to provide a university update at an informal or formal discussion at a Cornell meeting or event?**

#### **How will Cornell educate one to carry out this role effectively?**

For years, Cornell administrators have provided updates on the affairs of the university at Cornell volunteer organization meetings and events. As Cornell re-imagines the primary roles of university administrators and more creatively involves volunteers in its strategic directions and solutions, it makes sense to ask Cornell's most valued volunteers – members of the Cornell University Council – to assume this important role at Cornell volunteer

organization meetings and events. Ambassadors are educated via the program description document, the Ambassador website, webinars, monthly updates from University Communications and other means.

### **What is the Administrative Board?**

The Administrative Board is the governing body of Council. It is composed of a chair, 3-5 vice chairs, faculty and trustee representatives, representatives from all university wide organizations, Cornell's executive staff, and 14 elected members.

The Administrative Board meets four times per year. The university uses the board to gain insight and advice on issues facing Cornell and to help plan how to involve all Council members and other alumni, parents, and friend where appropriate, including at TCAM. Committees and working groups of the Administrative Board meet regularly throughout the year.

Elected Administrative Board members are chosen by the Nominating Committee, which is chaired by the immediate past chair of Council. Administrative Board members also serve on the Membership Committee, which selects a slate of new members to submit to the Board of Trustees for approval.

### **Now what?**

- ✓ Mentoring
  - Feel free to contact me for any questions you have about Council, TCAM, etc.
  - We will check in with you several times throughout your first year.
- ✓ Webinars
  - Orientation webinars will be offered in August to provide you with additional details on what to expect in your role as an ambassador for Cornell and more information about TCAM.
  - The same webinar will be offered twice: Tuesday August 13 at 1 pm, and Thursday, August 15 at 7 pm (both Eastern Time).
- ✓ An e-mail invitation to TCAM will be sent in September. Register as early as you can! Spaces fill up quickly, especially in the smaller tours.
- ✓ You and I will be invited to the New Member Luncheon on Thursday of TCAM (October 24, 11:00 am). A separate mailing will be sent with these details.

### **Who do I contact at Cornell for more information?**

Laura Denbow, Senior Director  
Office of Volunteer Programs  
Alumni Affairs and Development  
607-255-6624  
cucouncil@cornell.edu  
alumni.cornell.edu/council