

Class of '70 Officers' Meeting  
January 19, 2013

Participants: Sally Anne Levine, Phil Batson, Murem Sakas Sharpe, Carole Peck Fishman, Kathy Landau Cornell, Gail Post Wallis, Jeff Haber, Bill Wallis, Paul Vizcarrondo, Tom Newman, Ellen Kreopolides, and Lauren Morgenstern

Missing: Randy Kamen, Lynn Girolamo Burke, Steve Poliakoff, Toby Marion, Connie Ferris Meyer, Cynthia Johnson O'Malley, Martin Tang, Beth Heydinger Treadway, Marty Stuart Jewett

Sally opened the meeting by welcoming everyone and thanking them for their participation. She asked for approval of the minutes of the last meeting as distributed October 4, 2012. Gail moved to accept the minutes, Murem seconded, and the motion was approved.

Treasurer's Report: Carole reported that the Class began the year with \$78,818.00 and currently has \$65,739.36 in the treasury. She noted that the revenue is low so far, because as a Spring Class we have not yet solicited for dues. We have already incurred our major expenses for the year: paying for the alumni magazine, the Class CACO dues, and the Reading Project. She expects our total expenses to be lower in Fiscal 2013 than 2012, because last year the Class made a significant contribution to the Class of '70 Scholarship Fund. A copy of Carole's Treasurer's Report is attached to these minutes.

Carole raised a concern that revenue to date is lower than this time last year, and suggested that this could be due to: 1) Timing of revenue recognition; 2) Timing as a result of the Ezra membership solicitation plan; or 3) Implementation of the University's new accounting system. She will investigate this with her Cornell staff contact. Murem suggested that the budgeted revenue for the year will have to be lowered if this turns out to be a timing issue.

The Cornell Alumni Magazine (CAM) cost was discussed. The Class is billed for full year subscriptions on July 1<sup>st</sup> for dues-payers signed up as of June 30<sup>th</sup>. Carole reported that as additional Classmates pay their dues, the cost for a subscription goes down as the number of issues they will receive goes down. It was asked whether Classmates can get eCAM, and the answer was we can. It was suggested that it might be more environmentally-friendly to offer the possibility of becoming a member for a reduced rate, say \$20 - \$25, for Classmates who prefer to get CAM on-line. This will be referred to Connie as part of the Membership solicitation. Finally, it was suggested that the billing from CAM be audited to be sure that the subscriptions we're charged for are all for '70 Classmates. Carole will do this.

Affinity: Nothing to report.

Communications: Murem reported that the effort to reach out to Classmates on a regular basis (every 6 to 8 weeks) via email has not begun. She will contact Lauren to set up a procedure for sending out these emails, and asked for input from all the leadership. She proposed that she, Connie and Bill take the lead on generating these messages.

One topic Murem has agreed to research for communicating to the Class is on the recipients of a '70 Scholarship. She has decided that the most appropriate approach is to focus on current recipients, rather than go back in history. She will gather information on the current '70 Scholars and assure they approve any material before publishing it to the Class via Facebook and the Class website.

To increase Facebook 'Likes', Carole suggested a lottery with the winner getting a nominal prize. The discussion covered several possibilities: for the 100<sup>th</sup> Like; for a drawing among the next 70 Likes; a contest among Affinity Groups for the most Likes and/or the highest percentage of Likes. Murem will take the lead in developing this proposal, working with Connie on the possibility of including a request to Like our page on the Spring membership solicitation, and with Toby on the engagement of the Affinity Group Leaders. It was also suggested that an email to all current Class members, who have already shown a strong interest in the Class, should get a positive response.

CALC: Reporting for Connie, Bill announced that the next CALC (Cornell Alumni Leadership Conference) meeting will be in Boston January 17 – 19, 2014. SAVE THE DATE!

Connie has also asked for suggestion of additional members of the Class Council. One suggestion was to approach the Affinity Group Leaders to see if they would like to have a representative, and ask who it would be. Some specific names were also proposed. Kathy suggested Julie Schnuck would be an asset for the Major Gifts Committee. For the Class Council, Sally suggested Jeff Reidl, Murem suggested Peter Narodny, and Phil suggested Barry Jacobson.

Events: Sally is working on events to be held in March or April prior to reunion to generate enthusiasm for our 45<sup>th</sup>. Phil reported that the Glee Club will be giving a concert at Carnegie Hall in the spring of 2015 as part of the Cornell 150<sup>th</sup> anniversary celebration. He suggested that there will be events in many cities around the country which we could tie into. We could have a Class of '70 get together before or after the University event, and could reserve a block of tickets for Classmates to sit together. The Regional Cornell Clubs should be a source for information on local celebrations, and Cornell must have an event planner for all the sesquicentennial events. Sally will reach out to Lauren to establish these contacts. As a process suggestion, Jeff urged that for each event there be an objective set so that we can gauge whether it is successful and learn from it.

Sally also reported that with the listing of Classmates by region and affinity group, she found errors in her personal listing that concerned her. She will work this issue with Lauren. There is a need to improve the accuracy of the affinity group data for all Classmates.

Cornell Fund: Beth distributed the fiscal year 2012 Cornell fund results for the Class via email: '70 contributed \$2,642,721 from 439 donors, with 42 Tower Club members. Phil asked why there are approximately 100 more donors in the classes of '69 and '71. Paul reviewed the historical performance of our Class, which has always been less engaged with the University. We were reminded that for the reunion year, each member of the Leadership Team should make 10 calls to ask Classmates to join us in our support of Cornell.

Beth has an open action item to investigate how the Class can change the annual solicitation letter to make sure Classmates understand their options for giving to the Class of '70 funds (scholarship, art, and proposed spirit endowment) as well as the general university funds. Beth will discuss this with Rich Glick to determine what the Class can do.

Leadership Initiative: Bill reported that Connie has received the assessment forms referenced in the University provided Class Activities Timeline. This is a self-assessment form to capture each Leadership Team member's experience, skills, areas of interest and needs for resources and/or assistance in her or his current role. The form is attached to these minutes. Connie asks that each member of the Leadership Team complete and return it as soon as possible. This is part of an effort to be sure we have the right people in the right job with the right resources so that the team can enjoy their roles, and not have a 'job'.

Connie will contact those who have not participated in any of the Class Officer meetings so far to see if they are unable to perform their duties.

Class Objectives: Bill reported that the results became available at CALC. There has been a change in the base they measure against. In the past the base was the total number of matriculates in the Class. Now, they are calculating percentages of living alumni in some cases, and alumni and non-degree classmates in other. Bill will get clarification and then distribute the data.

Membership: As noted earlier, '70 is a spring class for membership solicitation. Connie has a communication plan due to the University on February 1<sup>st</sup>.

Missing Classmates: Bill reported that after several attempts at improved listings of Missing Classmates, the University still hasn't found a satisfactory approach to this issue. He is continuing to work this with Lauren.

Lauren has taken the suggestion that Do Not Contact lists be refreshed every 5 years to be sure that individual's needs and interests are still the same to the University. There is discussion on this policy

and process, with one proposal being a regular Privacy Notice for alumni to Opt In/Out. This could also be used as a communication to request a review of Classmates' affinity group data.

Website: Jeff reported that Beth has not completed the description of the Class Art Fund and the artworks it has purchased for the Johnson Museum. She is awaiting pictures from the museum, and will provide this content as soon as possible.

The most important factor in making a website relevant is current content. Jeff again asked all on the Leadership Team to provide him with material. Pictures are especially important for drawing Classmates' eyeballs to the site.

Reunion: Gail thanked all those who provided ideas and suggestions for the 45<sup>th</sup>. She noted that at CALC the University's 150<sup>th</sup> celebration has already begun, and it will reach its high point at our reunion. History, ours and Cornell's, is important and this will affect many parts of the planning over the next 2 years.

Gail reported that she and Bill had developed the following lottery proposal: There be 2 pools of potential winners, one made up of people who have attended previous reunions with one chance for each reunion, and the second made up of Class Members with one chance for each year of membership since 2010 and two chances for each year in which membership automatically renewed. The prize will be a reunion package (excluding housing), a \$300 - \$350 value. Current Leadership Team members are excluded. The objective of the lottery is to reward past Class loyalty and to increase attendance at this reunion.

In the discussion, it was suggested that there be a third pool of people – those who have not attended reunion since our 25<sup>th</sup>. This will encourage those who haven't been back for some time to consider attending the 45<sup>th</sup>. This will bring the total cost of the lottery to \$900 to \$1,000. Tom moved that the plan to have a lottery for the three pools of potential winners be approved, and Jeff seconded it. The motion was approved.

Gail described the sessions that she, Jeff and Bill have attended at CALC, especially those that covered reunion planning and the use of social media for reunion communications. There have been a lot of ideas to incorporate into our planning. Gail said she wished more of the Leadership Team were at CALC, since the face time is very productive. She pointed to the information Phil had shared the evening before on the Glee Club concert at Carnegie Hall as an example of how we can help each other in unplanned ways.

The next step for Gail and Bill will be preparing job descriptions for the reunion committee. All the Leadership Team is expected to be involved in some fashion. The Team can use the job description to decide what role each person would like to play. The intent is to make the jobs manageable, so that no one has so much to do that s/he can't have fun. One of the communication ideas Gail had described

earlier is to send out an email to all who have attended reunions recently to give them an update on planning for the 45<sup>th</sup> and survey interest for some of the events being considered. Ellen suggested adding a solicitation to volunteer to this communication.

There was some discussion of providing a list of reasons for people to come to reunion, such as to join the 150<sup>th</sup> anniversary celebration or to be in Ithaca without snow. Branding the event was suggested.

New Business:

Class of '70 Spirit Award: Bill reported that he and Connie had followed up from the last meeting with further conversations with John Webster and Rich Glick. After a formal proposal was established, Connie, Kathy and Bill had a call with Rich Glick to identify potential donors based on past giving patterns. This resulted in approximately \$80,000 of the \$100,000 needed being identified. This was reported to the Team in detail via an email on November 29, 2012.

Since then, Rich has been going through a process, required by the University, of assuring that no one on the list was going to be solicited for contributions to other funds in the same period. He is almost done with this. Since many of the potential donors are on the leadership Team, we can all expect a call from Connie soon asking us to join her in committing to the Class of '70 Spirit Endowment.

Next Meeting: The next meeting will be on Saturday, May 4, 2013, at 9:00 AM Ithaca time.

Adjournment: Gail moved to adjourn the call, Bill seconded and the motion passed.