

## Class of '70 Officers' Meeting September 15, 2012

Participants: Connie Ferris Meyer,, Murem Sakas Sharpe, Carole Peck Fishman, Kathy Landau Cornell, Gail Post Wallis, Jeff Haber, Bill Wallis, Cynthia Johnson O'Malley, Paul Vizcarrondo, Martin Tang, Beth Heydinger Treadway, Tom Newman, Marty Stuart Jewett, and Lauren Morgenstern

Missing: Randy Kamen, Lynn Girolamo Burke, Steve Poliakoff, Sally Anne Levine, Phil Batson, Toby Marion

Connie opened the meeting by thanking everyone for participating early on a Saturday morning. She asked for approval of the minutes of the last meeting as distributed May 19, 2012. Carole moved to accept the minutes, Gail seconded, and the motion was approved.

Treasurer's Report: Carole reported that the dues for 2012 were up \$4,600 over 2011. The investment income the class earned on its account was \$1,236.36 in both 2011 and 2012. The balance in the Class's account is down almost \$7,000, due mainly to the decisions to fully fund the Class scholarship, add to the Class Art Fund and support the Big Red Bear.

There are not many financial transactions in the current fiscal year, which began on July 1.

Carole did note that compared to last year, the trend of dues paying is up. She asked all for input on the budget she has prepared. This is shown on the attached spreadsheet, along with the Class account history and income/expense summaries for the years 2009 – 2013.

Connie reported on her action item fr

the Class currently has \$74,432.46 in its account. This is more than planned, since the planned expenditure of funds for the Big Red Bear (BRB) endowment could not be made (see discussion under New Business). Other expenses are a little higher than budgeted due to increased participation in CALC. A detailed spreadsheet is attached to these minutes.

Carole provided some insight into the Class Scholarship fund and how it is used. The amount of the scholarship awarded each year is based on the value of the fund and the earnings of the total Cornell long term investment pool. The Board of Trustees establishes a payout percentage for all endowments. Martin clarified that the Board's objective is to smooth the percentage, so it balances years with higher returns against those with low or negative performance. Based on the amount in our Class Scholarship fund, \$51,795, and the approved percentage, the Class award was \$2,216 in 2012.

The Class Scholarship goes to an individual for 4 years. The officers felt it would be good to share information on the recipient with the officers and the Class as a whole. Connie will investigate the university policy on sharing this information. Murem volunteered to write a history of the Class Scholarship for the Class website and Facebook. Martin volunteered to link her with Chantal Champagne, Director of the Office of Donor Relations.

Carole also provided information on the status of Class dues payment. Attached is a chart showing the number of dues payers in Fiscal Year (FY) 2012 and FY 2013. The fiscal year runs from July 1<sup>st</sup> to June 30<sup>th</sup>. We are currently in the midst of our annual membership solicitation, so the results for FY 2013 are as to be expected. The chart shows how many Classmates paid dues only (no subscription to the Cornell Alumni Magazine, usually due to a spouse in another class getting the magazine; this does not include '70 couples, which are counted separately), how many individual Classmates paid, and how many '70 couples. There are also many "Plus" memberships, where Classmates have given more than the minimum. Note the number who gave "\$70 for '70".

Affinity: Connie welcomed Toby as the Vice President of Affinity Groups. Toby has begun learning the process. The major push in the area of Affinity Groups occurs in years 4 and 5 of the 5 year cycle between reunions, so the Class will be in good shape with Toby getting started early. At CALC, it was also reported that the university is now digitizing information on freshman dorms – floors/corridors will be another possible set of affinity groups.

Communications: Murem reported that the Class Facebook page is now at 40 likes (thanks to Toby), and all Facebook pages are also posted to Twitter. There was discussion of the need to reach out to Classmates on a regular basis (every 6 to 8 weeks) via email. During the meeting, a number of topics were suggested for these short messages:

- Account numbers for donating to the Class Scholarship, Art and proposed Spirit Funds
- A reminder to keep contact information current, especially as Classmates retire and relocate
- Requests to send in news for the Class column, website and Facebook page

Lauren volunteered to help get the messages distributed.

Events: Sally asked Lauren to provide her with a list of active Classmates by region and what they are involved with Cornell (e. g., CAAAN or regional club). With this she can begin seeking volunteers to host regional events. Lauren agreed to provide the listing.

Cornell Fund: Beth reported that the class has raised \$2,850,000 for the Cornell Fund so far this fiscal year, which hasn't ended yet. There are 32 Tower Club members and 425 donors. By comparison, in FY 2011 members of the Class of '70 contributed \$2.7 Million, including 42 Tower Club donors and 470 other donors. Beth reminded all the officers that they are encouraged to lead by contributing to the extent they can. She will provide details on the Class fund raising results to Murem for communication to the Class.

There was a question on how the Class can change the annual solicitation letter to make sure Classmates understand their options for giving to the Class funds as well as the general university funds. Beth will discuss this with Rich Glick to determine what the Class can do.

Leadership Initiative: Connie reported that she needed the necessary assessment forms, which Lauren agreed to provide. 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. Bill will provide applicable sections of the Class Constitution pertaining to officer responsibilities to Connie for use in her discussions.

Class Objectives: Bill presented the attached sheet, which showed the objectives set at the January, 2011 meeting and the latest results, from July 1 2011. The results were slightly down. Bill agreed to update and distribute the matrix with the July, 2012 results once they become available.

Membership: Connie reported that the current membership campaign is in progress, to be complete at the end of June. The news has been coming in slowly with dues, and should pick up soon. All the officers agreed to send in some personal news for Connie to use in the Class column. Connie intends to try alternative messages to encourage news to be sent in from non-dues paying Classmates.

Missing Classmates: Bill reported that he had followed up on the suggestion that the Class see if Jeff Weintraub '91 could provide some ideas to help reduce the number of missing Classmates based on his success with the Class of '91. There was no magic bullet – just a lot of hard work. The high usage of social media by his class was a key factor in his success. Bill proposed dividing the list of missing Classmates up and sending it out to the Class Officers so each could work a portion of the list. Based on input from the officers, it was decided that:

- Bill will distribute the complete list to all officers with those who have asked not to be contacted by Cornell indicated. Each officer will identify any Classmates they know and would be willing to search for. They will return these names to Bill so he can be sure there are no duplicates.
- Bill will then distribute the names to be researched in groups of 5 so that the task isn't overwhelming.

- Suggestions for researching- check Facebook, LinkedIn, Google, the hometown White Pages or whitepages.com.

Website: Jeff noted that the Missing Classmates page of the website is the most frequently accessed, with over 300 hits since February. The new website is currently missing some content. Beth agreed to finish the Class Art Fund write up and provide it in a Word document to Jeff. Jeff noted that the link to the Cornell campaign on the existing website no longer works, apparently because Cornell moved the address. Jeff asked Lauren to take the message back to the university that this hurts the Class fund-raising effort and university results. It was suggested that Jeff add a “Hold the Date” for the 45<sup>th</sup> reunion to the Reunion page, which he agreed to do.

Jeff sent out the URL for the new website while the meeting was taking place, and asked all the officers to look at it and provide comments. The officers agreed to do this.

#### New Business:

Big Red Bear Endowment Prior to the meeting, Connie distributed a detailed and thorough report on the background and history of the Class’ planned endowment of the Big Red Bear (BRB). The initial plan of endowing a fund of \$22,500 foundered on a university policy, established by the Board of Trustees, that all endowments be established with a minimum of \$100,000. Attempts to find a work around with the development office have not been successful. Several officers had exchanged comments on the situation prior to the meeting, and summarized these thoughts again.

Jeff suggested that the Class push for a policy change to allow smaller endowments when appropriate. It was further suggested that the Board might be encouraged to support this idea if the payout percentage was lowered, say by .1%, to allow for higher administrative costs. These suggestions were deferred until there was some resolution to the original BRB issue.

Carole expressed concern about the imbalance in the funding level between the Scholarship and Spirit funds, feeling athletics should not exceed scholarship. It was suggested that if a Class of ‘70 Spirit endowment is to be established, the fund raising effort will include all the Class supported funds (Scholarship, Art and Spirit) with appropriate goals set for each.

Martin, Sally, Connie and Bill agreed to develop a proposal of a Class of ‘70 Spirit Fund to support activities including the BRB and others such as Cheerleading and/or some aspect of the Bands. Martin offered to contact Andy Noel to alert him to the Class interest in considering endowing a Spirit fund for the Athletics Department and let him know who would be contacting him.

Bill moved that this group develop a proposal for a Spirit fund and circulate it to all the officers. If agreement can be reached on a proposal, the Development Office will be asked to do a feasibility study of whether there is sufficient interest within the Class to make this a successful campaign. Murem seconded the motion. It passed.

Bob Langer Professorship Toby discussed the significant impact one of our Classmates, Bob Langer, has had on the field of biomedical engineering and reported that there was some discussion of establishing a professorship in Bob's name at Cornell. He believed the Class would be asked to be part of funding this professorship, and felt it was appropriate. He will gather more information on the specifics and report back at the next meeting. Murem found a website on Bob's accomplishments and distributed it to the officers during the call.

Next Meeting: The next meeting will be at 8 AM Ithaca time on Saturday, September 15, 2012.

It was moved and seconded to adjourn the meeting.