



**COMMS
UPDATE**
10.15.16

ILRAA
ALUMNI ASSOCIATION

**"I'm not
undecided
about the
ILRAA."**

-- Ken Bone







I'm with

Hallock

ILRAA
ALUMNI ASSOCIATION

#ILRAA



ILRAA

ALUMNI ASSOCIATION

MAKE ILR GREAT AGAIN!

#ILRAA



ILRAA
CHALLENGE

**CAPTURE
ATTENTION**
+
**INSPIRE
CONVERSATION**

SOLUTION

**CREATE A
P2P BRAND**
+
**DEVELOP
CONTENT &
CHANNELS**

EXECUTION

BE
**RELEVANT,
CONSISTENT
& DIGITAL**

ILRAA
ALUMNI ASSOCIATION

SOLUTION – PART A

CREATE A PEER TO PEER BRAND

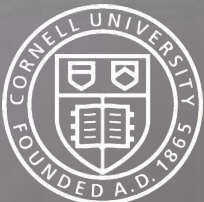
- LOGO & TAGLINE**
- PERSONALITY &
TONALITY**

***A BRAND IS A PROMISE THAT
EARNs ATTENTION & LOYALTY**

LOGO • TAGLINE



We Still Love To Read



ILRAA LOGO IS TO BE PLACED NEAR THE CORNELL
SEAL FOR IDENTIFICATION & BRAND HALO PURPOSES

SOCIAL MEDIA ICON



*SOCIAL MEDIA ICONS ARE TYPICALLY SQUARE AVATARS

ILRAA

ILR Alumni Association

Dear fellow ILRies,

Please join me for a glass of wine on Wednesday, February 24th, at 7:00pm at the ILR Conference Center in Manhattan, to view the livestream from Ithaca a discussion of "[The Second Machine Age](#)," by Erik Brynjolfsson and Andrew McAfee. Cornell Speech and Debate Team members and ILR Professors Boyer, Dyer and Tolbert will be sharing their perspectives on this New York Times best seller. Meet me on the 6th floor at 16 East 34th Street for what should be a lively and informative evening. Please let us know you are coming. RSVP to ss446@cornell.edu.

I look forward to seeing you.
Regards,

Esta R. Bigler
Esta Bigler '70
President



Cornell University

ILRAA

ALUMNI ASSOCIATION

We Still Love To Read



Friends,

We recently sent the message below to all newly admitted freshman and transfer students who live in the greater NYC area. We would love to have you join us at this wonderful annual event hosted by the ILR Alumni Association.

Please contact Sue Sappington (ss446@cornell.edu) to let us know that you will be joining us on Monday, June 13 at 6pm!

Congratulations incoming students!

Please join us Monday evening, June 13, 2016 for a reception in your honor hosted by the ILR Alumni Association. The reception will be held from 6:00 p.m. to 7:30 p.m. at the Cornell ILR Metropolitan Office, which is located at 16 East 34th Street (between Madison and 5th Avenues) on the 6th floor. **Please RSVP to Sue Sappington at ss446@cornell.edu before Thursday, June 9, 2016.**

As you prepare for the start of this great adventure, we invite both you and your parents or caregivers to meet other incoming students, ILR alumni and current students from the New York City Metropolitan area. It's a fun event.

We ILR alums are excited to have you join us. Graduates of the ILR School have incredible success in a broad range of careers.

Please do not hesitate to get in touch with Sue Sappington at ss446@cornell.edu if you have any questions.


I look forward to meeting each of you on Monday, June 13th.

Sincerely,

Esta Bigler
President, ILR Alumni Association



ILR School
ADVANCING THE WORLD OF WORK



ILR School
Cornell University

ABOUT ILR ADMISSIONS ACADEMICS STUDENTS CAREER PATH PROFESSIONAL PROGRAMS LIBRARY CENTERS & INSTITUTES ALUMNI

ALUMNI

HOME / ALUMNI / ALUMNI ASSOCIATION

Alumni Association

Alumni Chapters

Board of Directors

Join ILRAA

Dear Alumni, Parents and Friends,

As ILR commemorates its 70th anniversary, we have a lot to celebrate. We are excited to welcome our new dean, Kevin Hallock, who we know will continue to build ILR as the premier school studying the workplace. We look forward to working with Dean Hallock as he leads ILR into the next 70 years.

Read the full letter from the Executive Committee

The purpose of the Cornell ILR Alumni Association is to promote the interests and welfare of Cornell University's ILR School, and its alumni, faculty and students. In fulfilling its mission of service, the Association also provides opportunities for alumni to keep up with the latest issues in the field and to form rewarding social and professional contacts with other alumni.

The centerpiece of our programs is the Alumni Bulletin, which is published every three weeks. In addition to job listings, it allows alumni to run job-search ads at no cost and receive a listing of upcoming ILR alumni events and activities.

Alumni Directory

CornellConnect helps you connect and share with Cornellians.

Weekly Job Postings

- September 11, 2015 (PDF, 141 KB)
- September 4, 2015 (PDF, 100 KB)
- August 18, 2015 (PDF, 103 KB)
- August 21, 2015 (PDF, 98 KB)

UPCOMING ALUMNI ASSOCIATION EVENTS

OCT 8


EVENT / NETWORKING
Networking: ILR Alumni in Finance

News
Events
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Privacy policy

Directory
College map
Conference Centers
For faculty and staff

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NEW ILRAA WEBSITE



ILR School
Cornell University

ABOUT ILR ADMISSIONS ACADEMICS STUDENTS CAREER PATH PROFESSIONAL PROGRAMS LIBRARY CENTERS & INSTITUTES ALUMNI

HOME / ALUMNI / GET INVOLVED / ALUMNI ASSOCIATION

Alumni Association

ILRAA


ALUMNI ASSOCIATION

Welcome To The New ILR Alumni Association (ILRAA)

Have an ILR degree? You're already a member of the new ILR Alumni Association (ILRAA). The ILRAA exists to connect our 11,000 amazingly diverse alumni to each other, the school, students and faculty. So, unleash your inner ILRie by getting involved with social & service events, student/alumni programs, and professional networking. Because "We Still Love To Read."

#ILRAA Roots for the Bronx Bombers

#ILRAA roots for the Bronx Bombers at Cornell Yankees Day on Aug 13 '16. Pictured are Joe Cartafalsa (BS '89) and son, Joseph, Elizabeth Berman (MPS '04) and Jordan Berman (BS '99).



OCT 14

EVENT / SPECIAL EVENT
ILR Alumni Career and Networking Panels

OCT 17


EVENT / ROUNDTABLE
15th Annual Labor & Employment Law Roundtable


More events at Cornell.

Join an ILRAA Chapter


ILRies are everywhere! That's why we established 17 different ILRAA chapters across the country. ILRAA chapters are a great way to get in touch with fellow alumni thru social and service events while connecting to the ILR School and the national ILRAA.

[Alumni Chapters](#)







ALUMNI ASSOCIATION / BOARD
Esta Bigler '70, President




ALUMNI ASSOCIATION / BOARD
Dean Burrell '79, Past President




ALUMNI ASSOCIATION / BOARD
Joe Cartafalsa '89, Vice President




ALUMNI ASSOCIATION / BOARD
Beth Florin MS '85, Vice President



ALUMNI ASSOCIATION / BOARD
Barry Hartstein '73, Past President



ALUMNI ASSOCIATION / BOARD
Susan Panepento '85, Vice President-Secretary



ALUMNI ASSOCIATION / BOARD
Donn Zinn '76, Vice President-Treasurer

Join the Conversation

The Alumni Association is active on social media. Follow us:

[Facebook](#)

Network with Alumni

Join our professional network of alumni on LinkedIn.

[LinkedIn](#)

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PERSONALITY

- FRIENDLY
- INCLUSIVE
- POSITIVE
- FUN
- SMART
- HUMBLE
- TECH SAVVY
- SUPPORTIVE
- CONNECTED
- NOSTALGIC



2018
Johanna
Santana

2018
Ruben
King-Shaw

PRITCHARD & ASSOCIATES

2018
Lauren
Myers

TONALITY

- CLEAR
- CONCISE
- MODERN
- FUN
- VISUAL
- INFORMAL

SOLUTION – PART B

CREATE & CURATE STORIES

PRODUCED BY LEADERSHIP

PRODUCED BY MEMBERSHIP



I AM ILRAA



**ESTA'S
BLOG**



ILRAA 'ROUND THE WORLD



SHEEPSKIN SELFIES

**ILRAA AS
MODERATOR
& COMMUNITY
MANAGER**

NEXT STEPS: LAUNCH CONTENT & CHANNEL EFFORT

**ADMINISTRATE CHANNELS VIA
ILRAA COMMUNITY MANAGERS**

**COORDINATE EDITORIAL CALENDAR
WITH ILR SCHOOL**

**DEVELOP & PUBLISH CONTENT
ACROSS CHANNELS**

BE REVELANT, CONSISTENT & DIGITAL

DEPLOY DYNAMIC SIGNAL SOCIAL ADVOCACY PLATFORM

ILRAA | Be Still Love To Read
ALUMNI ASSOCIATION

Barry Beck '90, Founder of Blue Mercury, To Keynote Fall ILR Alumni

Sep 14, 2015

Excited to meet fellow ILRie, Barry Beck '90, at his ILR Alumni keynote on 9/25/15 at Cornell. Barry founded Bluemercury in 1999 as an innovative retailer of luxury cosmetics. He sold the business to Macy's this year for \$210 million. Way to go Barry and Maria!

Earn 15 points
0 total shares

Share

Barry Beck '90, Founder of Blue Mercury, To Keynote Fall ILR Alumni Event
Sep 14, 2015

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Earn 15 points
0 total shares

Share

Reporting Clearly and Accurately about Disability
Sep 14, 2015

Passionate about #disability issues? Don't miss "Reporting Clearly and Accurately about Disability" webinar on 9/15

Earn 15 points
0 total shares

Share

Groat and Alpern Awards
2016 Groat & Alpern Award Recipients Announced: Congrats to @RobManfred '80 & Jonathan Daigen '66
Sep 13, 2015

Manfred '80 and Daigen '66 will be honored in April

Earn 15 points
0 total shares

Share

Presidential Inauguration: "Democracy and Inequality" Academic Panel
RT @Cornell: Join scholars for the Presidential inauguration: "Democracy & Inequality" Academic Panel.
Sep 13, 2015

Earn 15 points
0 total shares

Share

Cornell University ILR School 'LinkedIn
Are you an entrepreneurial ILRie? Read Day Martin's '99 story & share yours on ILR LinkedIn Group.
Sep 13, 2015

Founded as the New York State School of

Earn 15 points
0 total shares

Share

Jordan Berman

Timeline About Friends 100 Photos More

What was your position at Showtime Networks?

1 Pending item

Works at OFCD: Office Channel
Past: AT&T and Showtime Networks

Studied Marketing at NYU Stern School of Business

Lives in Pennington, New Jersey

Named
From Pennington, New Jersey

Joined July 18, 1973

FRIENDS 100

Don't miss entrepreneur, Barry Beck '90, as he share his story of success with Bluemercury

Barry Beck '90, Founder of Blue Mercury, To Keynote Fall ILR Alumni Event

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Earn 15 points
0 total shares

Share

in

Search for people, jobs, companies, and more

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Jordan Berman
founder & ceo // ofc: office channel

Recent Activity (1) Published Drafts Followers (2,153)

Jordan Berman
founder & ceo // ofc: office channel

Don't miss entrepreneur, Barry Beck '90, as he share his story of success with Bluemercury
<http://bit.ly/1VWMjd9>

Barry Beck '90, Founder of Blue Mercury, To...

ilr.cornell.edu - Excited to meet Barry Beck '90, at his ILR Alumni keynote on 9/25/15 at Cornell. Barry founded Bluemercury in 1999 as an innovative retailer of luxury cosmetic...

Like Comment Share

AT&T 12:43 AM 93%

Tweet

Jordan Berman
@JordanSBerman

Don't miss entrepreneur, Barry Beck '90, as he share his story of success with Bluemercury bit.ly/1VWMjd9

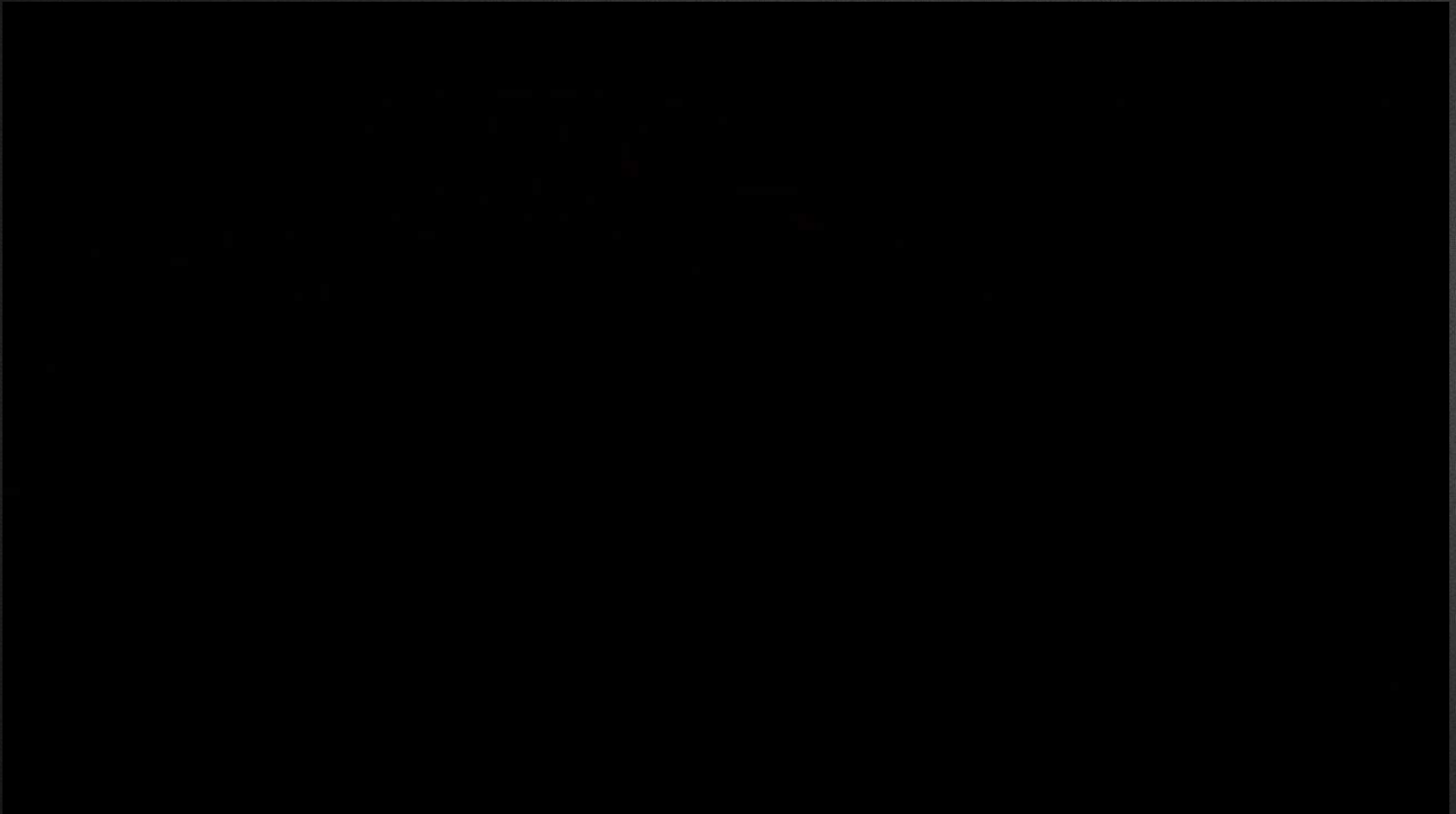
9/14/15, 12:25 AM

Reply to Jordan Berman

Home Notifications Messages Me

DEPLOY DYNAMIC SIGNAL SOCIAL ADVOCACY PLATFORM

CONTINUED



GET SMART ON SOCIAL



SOCIAL MEDIA: WTF?

ofc
office channel

10.14.16

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ALUMNI ASSOCIATION
We Still Love To Read

GET SMART ON SOCIAL

AGENDA

- 1) Social Media Landscape
- 2) Best Practices
- 3) Amplify ILRAA
- 4) Contest

GET SOCIAL

CONTEST

- 1) Snap campus pics and videos
- 2) Post to Facebook, Instagram and Twitter with **#ILRAA**
- 3) Win a prize for most likes, shares and retweets!



YOU BETTER CATCH UP!



HOW DO I
KNOW THIS
APPROACH
WILL WORK?



Kat Combs

@itskatcombs



Follow

Trump writing a term paper:

Sources Cited:

1. You Know It
2. I know It
3. Everybody Knows It

RETWEETS

119,791

LIKES

248,951



8:34 PM - 9 Oct 2016



120K



250K



DIAL YOUR RED PHONE



The graphic features a man with glasses and a black shirt in a video call window, making a 'shaka' hand gesture. To his right is a red rotary phone with the number 609-558-5309 on its keypad. Below the video window is a yellow box containing contact information for Jordan Berman, founder & CEO of ofc (ofc.tv). A speech bubble says 'Escape the cube!'. The ofc office channel logo is at the bottom left, and the ILRAA Alumni Association logo is at the bottom right.

jordan berman/founder & ceo
ofc (ofc.tv)
jordan@ofc.tv
609.558.5309

Escape the cube!

ofc office channel

ofctv

ofc
office channel

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