Defining the ILR AA Value Proposition

September Board Meeting Workshop Output

Benefits of a Strong Value Proposition

- Aligns efforts across the organization
- Ensures we "march to the same tune"
- Supports consistent communication that's relevant to our audiences:
    - The School
    - Students
    - Alumni

June Board Meeting: Value Proposition Workshop

- Three teams:
  - Alumni community
  - Students
  - The ILR School- Faculty/Administration

- Speed brainstorming
  - Part 1: What actions are we asking for?
  - Part 2: What is our value proposition for each audience?

Important Terms:

Features	Functional Benefits	Emotional Benefits
• A factual statement about the service or activity being offered • Example: Weekly job postings	• A tangible advantage offered by a feature • Example: Access to jobs being offered by employers who are predisposed to value ILR alumni	• Higher-order, self-expressive benefits that are realized by interacting with the service or activity • Example: Greater confidence and sense of worth

June Brainstorming Part 1: Alumni

What actions are we asking for from this audience?

Join

- Build our CU/ILR Network

Pay

- Donate
- Provide financial support

Participate

- Volunteer time
- Share talents and ideas
- Give back to students-mentor, career support, etc

Advocate

- Serve as an ambassador (literally and figuratively)
- "Wake up" fellow alumni
- Have pride in the school and the organization
- "Be a winner"

June Brainstorming Part 1: Alumni

What is our value proposition for this audience?

Features	Functional Benefits	Emotional Benefits
Wine & beer tasting/ Summer Kick Off	Networking	Reconnecting to old friends, meeting new ones
Chapter events		
Guest speakers	Networking, skill development, career development	Confidence security, connecting to like-minded community
Fall event-on campus	Future hires, networking, relationships	Keeps you young, feeling of giving back, reconnecting with campus
Job bulletin	Job offers	Sense of security in poor job market, feel special
Accepted students reception	Future hires	Pride in your background

June Brainstorming Part 1: The School

What actions are we asking for from this audience?

Logistical Support

- Administrative support
- Money
- Publicity
- School stats
- Facilities

Access

- Access to students
- Access to faculty
- Access to administration

Input Opportunities

- To school initiatives
- To curriculum

Thought Leadership

- Updates on world of work

Quality Graduates

June Brainstorming Part 1: School

What is our value proposition for this audience?

Features	Functional Benefits	Emotional Benefits
Strong network (not development network)	External/real world perspective	Stronger relationships between all three
Financial support	New donors, low costs, further goals	Supports self sufficiency
Preview/test programming	Free BETA testing/low investment/direct input	Positive momentum, Little to no risk
Academic support	Direct line to leaders/ guest speakers	"Keeps it real"
Student videos (next alumni in action)	Bridges school, alumni and students	Seeds a lifetime commitment
School brand enhancement		

June Brainstorming Part 1: Students

What actions are we asking for from this audience?

Engage

- Attend events
- Reach out proactively
- Don't be shy/afraid to ask questions
- Have a purpose for reaching out

Contribute

- Give back to the school
- Help other students
- Pay it forward
- Spread the word

Expand

- Be open minded about opportunity
- View ILR broadly

Behave

- Show up on time
- Say thank you
- Follow up
- Understand what's expected in the work environment

June Brainstorming Part 1: Students
What is our value proposition for this audience?

Features	Functional Benefits	Emotional Benefits
Women's lunch Minority Networking lunch/ Career Day	Education, advice, networking	Better connection with alumni. Feeling of support. Builds confidence
Senior events, celebration, WISP, etc	Food, fun, practical experience, career paths, school choice advice, transition advice	Pride, confidence, fear reduction, pride in school
Mid semester welcome	Networking, learning how to network	Helps get over fear of networking
Scholarships	Financial support	Emotional connecting to Cornell, relief
Lampart Scholarship	Emergency funding	Relief
Informal networking through alums	Advice of all sorts	Inspiration and confidence

Bridging to Action!!

September Board Meeting Keep, Stop, Start Workshop

- Three teams:
  - Alumni community
  - Students
  - The ILR School (administration/faculty)

- 30 minutes of speed brainstorming
  - What should we (ILRAA) *KEEP* doing to drive the actions we desire from this audience?
  - What should we *START* doing?
  - What should we *STOP* doing?

- 30 minutes team presentations and discussion

Alumni- Sept Workshop Output

Keep	Start	Stop
• Wine and beer tasting • On-campus events • Chapter events (ramp these up)	• Grow accepted student receptions across the US (assign an ILR Board member buddy) • Enhance LinkedIn presence- ILR Alumni Group- and evolved jobs bulletin • Leverage social media and communicate differently • "Inside ILR Studio"- have a nonmember speak and create momentum to join • Include current students in panels to increase WISP program awareness and connection with alumni – foster an emotional connection to the school • "Encore career"- panels programs to help drive and engage alumni to give back • Alumni speakers bureau • New technology approaches to networking	• Job bulletin- just use LinkedIn • Law firm career panel

Students- Sept Workshop Output

Keep	Start	Stop
• Career Day (including affinity group lunches) • Revise student reports to the board • Senior celebration- if higher alumni participation and better able to tie in younger alumni to the alumni association • WISP	• Geography based mentoring- all students? Seniors? At the time of admission/welcome reception? Alumni in career transition? • Programs that appeal to and Include more MILR and MPS	• FEX- not enough benefit vs costs....or, identify best practices and/or extend to upperclassmen. FEX can also be restructured to pair recent alumni and current students or parents and senior alumni parents • Scholarships? Are we getting value for these?

The School- Sept Workshop Output

Keep	Start	Stop
• Exposure to alumni at the annual Ithaca meeting • Have faculty present at the alumni meeting- particularly younger faculty, new ideas, new trends. Center on issues that are relevant to alumni, and on which alumni can give feedback • Keep but improve webinar outreach. Create a library of videos or vote on the "best" video of the year	• Create special access to faculty through a faculty hot line- or a go-to person (e.g., comp expertise, engagement expert) • More formalized way to select alumni speakers • Create more avenues for faculty and alumni to interact (e.g., dinner in NYC with faculty, exchange of bios, etc) • Capture alumni bio info so faculty can better assess alumni skills • Vehicles to engage with faculty research/CAHRS • Appoint a faculty representative to the board	• Being so insular • Thinking of going to the same alumni- expand their list of guest speakers

Launching 2014

January Board Meeting Planning for 2014 and Beyond

- Part 1: 20 minutes
  - "Start" ideas are listed on flip charts by audience
  - Use dots to prioritize ideas for 2014 planning and development

- Part 2: 30 minutes
  - Divide into team by audience. Each team will take the prioritized list and further develop the ideas into clear programs with next steps

- Part 3: 20 minutes
  - Team presentations and discussion