

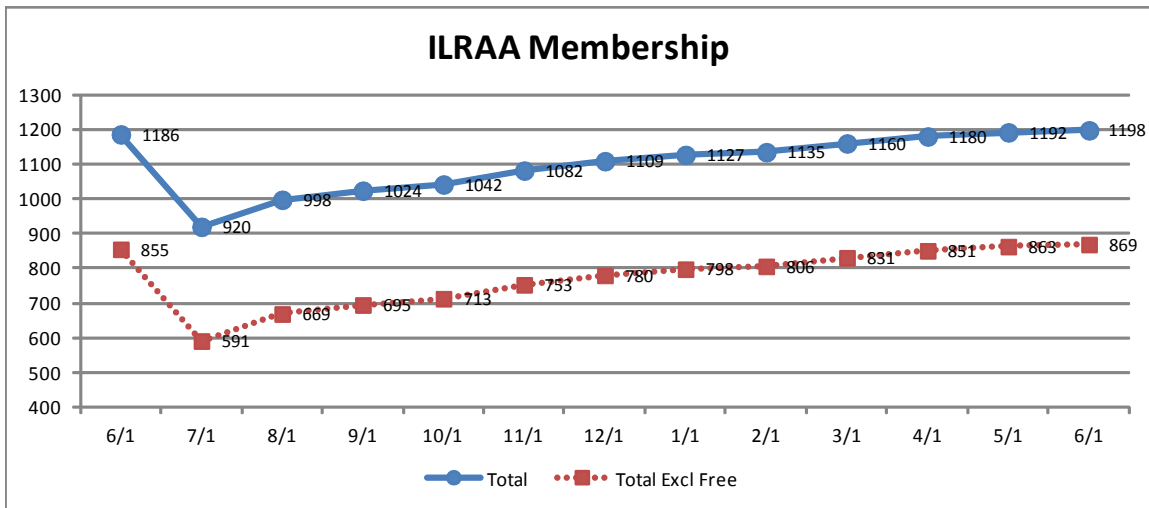
**Cornell ILR Alumni Association, Membership Committee**  
**Update June 16, 2014**

**Mission:** To work collaboratively with the ILR School Alumni Affairs and Development Office to build and maintain ILRAA membership.

**Summary of Completed Activities Q1/Q2 2014**

- Four Videos filmed and edited
  - A very big thank-you to Jordan Berman for making this happen!
  - Thanks also to our movie stars: Esta Bigler, Amber Gilbert, Carolyn Richmond, and Jason Jendrewski.
  - <http://www.ilr.cornell.edu/alumniassociation/videos.html>
- Initial postcard with video link sent in March
- Second postcard with video link sent in May
- Plan to send third and fourth postcards out in July, September

**Results to Date**



**Estimated Annual Revenue Summary**

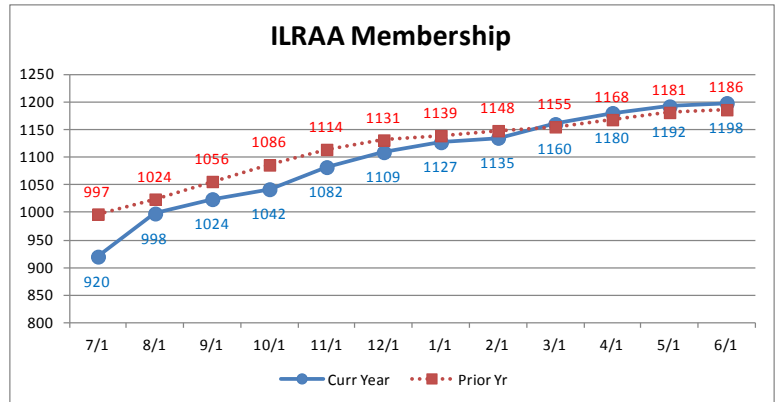
	Total Paid Memberships	1 Year	3 Year	Y/R/S 1 Year	Y/R/S 3 Year	Lifetime
Growth Since 6/31	278	200	7	61	2	8
Percent of Total Growth	N/A	71.9%	2.5%	21.9%	0.7%	2.9%
Estimated Fee by Type	N/A	\$60	\$150	\$35	\$95	\$900
Estimated Revenue	\$22,575	\$12,000	\$1,050	\$2,135	\$190	\$7,200

(Excludes free memberships)

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**Comparison to Prior Year**

We have exceeded our prior year participation!



**Plans for Q3 / Q4**

- Continue with Postcard mailings (sent to all Alumni).
- Renewal notices to be sent in late June targeting:
  - Students whose one year free membership is expiring.
  - Paid memberships that are expiring.
- Establish process for sending out renewal notices on a monthly basis.
  - Now that memberships last one year from date of purchase, we will start having memberships expire each month of the year.

## Cornell ILR Alumni Association, Membership Committee Update June 16, 2014

### I Am ILRAA



Episode 1: Roland Lange '89 Meet Roland Lange '89, ILRAA Board Member and Head of Sports Partnerships at YouTube. Step inside Google's NYC office to see how Roland has engaged with ILR thru his involvement in the alumni association.



Episode 2: Jordan Berman '95 Meet Jordan Berman '95, ILRAA Member and Founder/CEO of FC: Office Channel (ofc.tv). Enter the ILR Conference Center to hear how Jordan re-connected with ILR after joining the alumni association.



Episode 3: Carolyn Richmond '91 and Jason Jendrewski '05 Meet Carolyn Richmond '91 and Jason Jendrewski '05, ILRAA Board Members and lawyers at Fox Rothschild LLP. Tour the Fox Rothschild office to learn how Carolyn and Jason have participated in alumni association initiatives including the WISP program.



Episode 4: Amber Gilbert '96 Meet Amber Gilbert '96, ILRAA Board Member and Director of Client Services at Ogilvy CommonHealth. Check out the Ogilvy office as Amber shares how she's connected with students and fellow alumni as a member of the association.