

**Cornell University
College of Agriculture and Life Sciences
Alumni Association**

Committees and Expectations for 2012-2013

Committee Membership:

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Young Alumni- *Mobilizes the opinions and advice of young alumni (those who graduated 10 years or less from CALS) for guiding Association activities, seeking to motivate them to become engaged as partners and advocates of the CALS mission.*

Goal 1: Reinvent how CALS Young Alumni engage with each other, primarily through social media.

Strategies:

- a) Identify social media sites that are most useful to young alumni on which CALS/CALSAA should develop and maintain a presence;
- b) Suggest relevant content topic areas to drive engagement among young alumni;
- c) Recommend useful guiding principles for the development and maintenance of social media sites.

Goal 2: Promote CALS students' engagement in anticipation of their approaching Young Alumni status.

Strategies:

- a) Identify how to better prepare students for their future as young alumni following graduation;
- b) Suggest ways to efficiently and effectively gather feedback from young alumni;
- c) Collaborate with the CALSAA Students Leadership Committee to encourage meaningful and significant preparation activities for becoming alumni.

Goal 3: Promote participation of Young Alumni in CALSAA programs.

Strategies:

- a) Identify topics of interest to young alumni, such as career support, networking, mentoring, or other topics deemed useful for professional or personal development in relation to CALS and CALSAA;
- b) Collaborate with the CALSAA Alumni Engagement Committee to motivate young alumni to become engaged partners and advocates.