



Cornell University
College of Engineering

AGENDA FOR SPRING 2012 ENGINEERING COLLEGE COUNCIL MEETING

THEME: The impact of the CornellNYC Tech Campus on the College of Engineering

FORMAT: The format of this Council meeting is one of brainstorming and discussion. Dean Collins wants to use this meeting to gain input from the Council to better inform his thinking on the most critical issues related to the launch of this new campus.

THURSDAY, MARCH 29, 2012

Rowe/Taylor Rooms, Statler Hotel

- 6:30 – 7:00 p.m. **Reception**
- 7:00 – 8:30 p.m. **Dinner**
Overview of CornellNYC Tech Campus
Lance Collins, Dean of Engineering
Dan Huttenlocher, Dean of Computing and Information Science

FRIDAY, MARCH 30, 2012

423 ILR Conference Center

- 8:00 – 8:30 a.m. *Continental Breakfast*
- 8:30 – 8:35 a.m. **Welcome**
ECC co-chairs Bob Shaw and Sarah Fischell
- 8:35 – 9:20 a.m. **State of the College presentation**
Lance Collins, Dean of Engineering
- 9:20 – 9:30 a.m. **NYC Campus Discussion - Introduction**
Lance Collins, Dean of Engineering

Morning Session: Opportunities and Risks of the CornellNYC Tech Campus

- 9:30 – 10:45 a.m. **Discussion Topic #1 – Faculty and Research**
Facilitator: Lance Collins, Dean of Engineering
- What is your best experience with a multi-site organization, merger or expansion site? What characteristics, processes, etc. were critical to making it happen well?
 - How do we translate the best of both cultures – i.e., the collaborative, low-ego environment of Ithaca to the NYC Tech Campus, and the entrepreneurial spirit of the NYC Tech Campus to Ithaca?
 - How do we ensure the campuses complement and don't compete (in unhealthy ways)?
 - How do we maximize the benefits of the partnership with the Technion while minimizing the risks inherent in marrying the two institutions?

FRIDAY, MARCH 30, 2012 (CONT'D)10:45 – 11:00 a.m. **Break**11:00– 12:15 p.m. **Discussion Topic #2 – Innovation and Commercialization in NYC**
Facilitator: Rajit Manohar, Associate Dean for Research and Graduate Studies

- Based on Rajit's update, are the proposed practices sufficient to ensure the success of the NYC Campus? What further steps can we take to be sure to build a culture in NYC that is entrepreneurial? Have we missed anything?
- In your companies, how do you ensure that good ideas see the light of day?
- How do we leverage the NYC campus to increase commercialization in Ithaca?
- How do we take advantage of the partnership with the Technion to bring their innovation culture to NYC and Ithaca?

Taylor A/B Rooms, Statler Hotel12:30 – 1:30 p.m. **Lunch with invited guests**
*Includes an acknowledgement of ECC members whose term is ending***Afternoon Session: Enhancing the Cornell Brand****423 ILR Conference Center**1:45 – 3:00 p.m. **Discussion Topic #3 – Enhancing the Cornell Brand**
Facilitator: Dawn McWilliams, College of Engineering Director of Marketing and Communications

- What do you think the Cornell Brand is?
- Are these Ivy Engineer* branding statements true? Do you think they are unique and distinctive to Cornell COE?
 - Ivy engineers are:
 - More broadly educated
 - More interdisciplinary
 - More interconnected
 - More versatile
 - Better leaders
 - More committed to impacting society
- How do we exploit the world stage of NYC to improve the Cornell Brand?
- How should marketing messages for Ithaca and NYC be the same? Different?
 - *(a group of Ivy Engineering Schools who want to define what is the unique value proposition of an Ivy Engineer education)*

3:00 – 4:00 p.m. Executive Session

4:00 p.m. Adjournment

Future ECC Dates

Day One: Reception and Dinner, 6:00 p.m. – 8:30 p.m.
Day Two: ECC Meeting, 8:00 am – 4:00 p.m.

Fall 2012

October 18-19, 2012

Spring 2013

April 4-5, 2013

Fall 2013

October 17-18, 2013

Spring 2014

April 3-4, 2014