

Executive Session Notes – ECC Meeting 10/18 2013

New Business – Branding Campaign and the Rollout at Dinner

1. Get media training for Lance Collins for both video and live presentations
2. Use more powerful story content
3. Hire a professional video production company – get the best we can afford
4. Consider a delay of the 12/6 rollout to complete the items suggested
5. Hire a better PR company
6. Get 3-5 great pieces – use less words, each piece needs to be as moving as a Nike Ad.
7. Once ENG is ready to broadly reach groups, use You Tube to feature the Kessler fellows stories – everyone liked their remarks and energy – emphasizing the great education at Cornell
8. Improve the content – use Cornell Mars, Tesla Motors(?)
9. Stick to the brand moniker – “Breaking Rules To …..” and do not subvert the brand by changing to something else (Breaking the Rules).
10. Feedback on the presentation at Dinner
 - a. Most felt like the production was novice and done with “in-house” people.
 - b. Dawn’s voice makes her a weak candidate to present to groups
 - c. Videos were weak
 - d. The linkage between segments was weak
 - e. The transitions to each presenter were weak. The female student had the best delivery
 - f. Have Lance practice his part and get coaching on his content and delivery
11. The of the target audiences – perspective students, Employers, Recruiters – the ECC suggested we also be sure to target Guidance Counselors

The brand launched last December at our holiday party. It was a blast!

I, and several faculty members in the college, have gone through additional media training. The trainer, Mr. David Henderson from the DC area, filmed several of us and worked on strategies to control your message while being interviewed. It was helpful. We are planning to bring him back to engage our faculty on the use of new media/blogs to inform students, media and the public on topics of general interest.

We have extended our content. I recommend you go to the “Break the Rules” microsite <http://www.engineering.cornell.edu/brand/>. You will see a number of videos featuring faculty, students and alumni. The list is growing (there are another 7-8 about to be posted). Contact me if you would like to produce one of the videos.

I have had numerous discussions with the folks at Siegelvision, our media trainer, etc. It is clear that we are not trying to produce a video with the polish of a Nike or Apple ad. Rather, we are trying to tell our story in our own convincing voice. While we share the “attitudinal” approach, we are talking to different audiences (high school students, undergraduates, graduates, faculty, employers, alumni)

about a very different product line (the difference between a sneaker or cell phone and a university). So while we want it to be professional, we are not seeking the slick production values of a commercial product like a Nike or Apple ad.

Directed Questions from the Dean

1. Paperless Meetings

- a. All were fine, but Bob Shaw wanted the ability to opt-in for paper
- b. Make sure that power is accessible
- c. Try to limit last minute changes to the agenda (Shaw)

We will make hard copies available to those who wish it. Just let Debbie know.

2. College Update

- a. The ECC would like Lance to give a 15 minute update on the College at dinner or in the Friday meeting highlighting the critical items
- b. The on-line talk was too long and needed some delivery polish (read how to give a Ted Talk)
- c. Updates were requested on
 - i. Budget and the College's Financials
 - ii. Progress towards executing the College's strategic plan
 - iii. Other ranking dimensions – not just US News
 - iv. IP Transfer Update

We will have an opportunity to talk during the ECC dinner Thursday night. I will give you an overview of things that “keep me up at night.” I have shortened the online talk (smaller segments that collectively add up to less time). We will discuss one of the thrust areas of the strategic plan (bioengineering). There are literally dozens of rankings out there. Which ones (other than USNWR) are perceived as most important? Finally, I will attach two new “templates” that were developed by the Office of the Vice Provost for Research to facilitate agreements with industry (a major step forward, in my opinion).

3. Future Webinars (or topics for the ECC Meeting)

- a. How are we getting the word out to the students at Cornell and prospective students on the business minor and leadership / teams work at ENG
- b. International Cross Cultural Teams
 - i. Need debate
 - ii. Learn from the Technion and collaborate with them
 - iii. Define the goal for teaching a Cornell Engineer that wants international experience / training
- c. Try to improve the audience participation options – can you see the questioner? How can we make this more robust?

We primarily count on web sites to advertise our programs (including the Dyson Business Minor for Engineers). We could think about other approaches (e.g., social media). We are working on our planning for “internationalization” of engineering. This is a campus-wide initiative announced by President Skorton about one year ago. We will focus on a handful of strategic international partners (the Technion being one of them). The experience will encompass many different activities

- Study abroad
- Student exchanges (e.g., Cantabria University)
- Project teams with an international component (e.g., Agua Clara)
- International design teams (using skype, teleconference, etc.)

We’ll look into more advanced Webinar technology.