



# Cornell Engineering

## Agenda for Fall 2018 Engineering College Council Meeting

### THURSDAY, October 25, 2018

- 4:45 pm**                    **Shuttle to Reception and Dinner**  
Pick-up Location: Statler Circle
- 5:00 – 6:00 pm**            **Reception**  
Location: Lab of Ornithology
- 6:00 – 8:00 pm**            **Dinner**  
Location: Lab of Ornithology
- 8:00 – 8:30 pm**            **Networking with Commercialization Fellows**
- 8:30 pm**                    **Shuttle to Campus**

### FRIDAY, October 26, 2018

#### **Engineering College Council Meeting**

**Location:** McManus Lounge, 166 Hollister Hall

- 8:00 – 8:30 am**            **Continental Breakfast**  
Location: Conference Room Across from McManus Lounge
- 8:30 – 8:45 am**            **Welcome**  
*Elissa Sterry, ECC Vice Chair*
- 8:45 – 9:15 am**            **Highlights from the College/Communications Review**  
*Lance Collins, Joseph Silbert Dean of Engineering*
- 9:15 – 9:45 am**            **Remarks from Siegelvision**  
*Alan Siegel, CEO, Siegelvision*  
*Jacob Lepiarz, Senior Accountant Manager/Strategist, Siegelvision*
- 9:45 – 10:15 am**         **Marketing and Communications Update**  
*Dawn McWilliams, Director, Marketing and Communications*
- 10:15 – 10:45 am**       **Remarks from RDW Group**  
*Chris DiSano, Vice President – Client Services Innovation, RDW*  
*Sarah Johnson, Director of Digital Marketing Services, RDW*



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- 10:45 – 11:00 am**      **Break**
- 11:00 – 12:00 pm**      **Communications Discussion with Alan Siegel and RDW**
- 12:00 – 1:00 pm**      **Lunch**  
Location: Upson Hall Lounge
- 1:00 – 2:30 pm**      **Task Force Working Sessions**  
Locations: TBD
- 2:30 – 3:30 pm**      **Task Force Reports**  
Location: McManus Lounge
- 3:30 – 4:30 pm**      **Executive Session**

## *Future ECC Meeting Dates*

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Day One:      Reception and Dinner, 5:30 p.m. – 8:30 p.m.  
Day Two:      ECC Meeting, 8:00 am – 4:00 p.m.

**Fall 2018**  
October 25-26, 2018

**Spring 2019**  
April 18-19, 2019

**Fall 2019**  
October 24-25, 2019

**Spring 2020**  
March 26-27, 2020

**Fall 2020**  
October 22-23, 2020



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## Siegelvision

Siegelvision created the bold "Breaking the Rules" positioning platform four years ago, and the college has successfully implemented its new identity increasing awareness and reaching prospective students. This has produced an increase in the number of high quality applications, especially from women who now represent 50% of the current student body. The college has continued to break the rules with its focus on diversity and entrepreneurship programs, which is complemented by the depth of liberal arts offerings across the University.

Siegelvision also worked alongside College administration to build brand guidelines, workshops on how to talk about the brand, talking points for administrators, a new Brand Microsite, a new logo system which effectively ties Cornell and Engineering together, as well as guided the College on a variety of additional brand programs.

## Alan Siegel

### President and CEO, Siegelvision

Over the past four decades, Alan Siegel has become one of the best-known figures in the branding business. He achieved the stature of both pillar of the establishment and provocative iconoclast while building brand consultancy, Siegel+Gale, and more recently, Siegelvision. As consultant, author and commentator, Alan's influence extends to advising such diverse organizations as Xerox, American Express, the National Basketball Association, Caterpillar, the Girl Scouts of America and Carnegie Mellon University. He has created guides for The Wall Street Journal on understanding financial markets and served on the boards of numerous business and cultural organizations.

Alan pioneered the practice of simplification, bringing clarity to such daunting documents as insurance policies, bank-loan notes, mutual fund prospectuses and various government communications, including the 1040EZ tax form. Alan's latest book, *Simple: Conquering the Crisis of Complexity* (Hachette), which he co-wrote with longtime colleague Irene Etzkorn, was released in April 2013 to critical acclaim. Previously, Alan also wrote *Writing Contracts in Plain English and Simplified Consumer Credit Contracts*, focusing on legal language simplification. For a consumer audience, Alan created the best-selling Wall Street Journal Guide to Money and Finance.

During the 1980s, Alan popularized the concept of "brand voice" and in the 1990s championed the Internet as a powerful tool for developing brand strategy. In all he does, Alan is known for the plain speaking he demands of clients and for the excellence in individual and organizational communications that his work has come to embody.

In 2011 Alan founded Siegelvision, a firm committed to helping organizations driven by a passion for making a difference in society. Drawing on small teams of experienced, handpicked talent, Siegelvision develops distinctive brand identity programs for clients seeking to make their social purpose a reality. Current clients include CUNY, NPR, National Geographic Society, College Board, Lupus Foundation of America, Phoenix House, Univision, Urban Institute, Cornell College of Engineering, New York University, and MIT Sloan School of Management.



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Of special note is Alan's focus on education. In the 1970s, he developed a groundbreaking writing course for lawyers, Writing Contracts in Plain English, at Fordham University School of Law, where he served on the adjunct faculty for 10 years. Alan also served on the executive committee of the Document Design Project, which was funded by the National Institutes of Education, and led to the creation of two widely-acclaimed graduate programs at Carnegie-Mellon University.

Alan has a passion for helping educational institutions articulate their visions, develop distinctive identities and attract top-flight faculty and students. He served as adjunct associate professor at Carnegie Mellon University, where he conducted research and was the founder and co-director of a popular graduate program, The Communications Design Center. When former U.S. Senator Bob Kerrey was President of The New School, Alan created its brand identity program, headed the Business Advisory Board for the New Media program, and was interim director of its data-visualization center. For six years Alan was the president of the Advisory Council for the College of Art, Architecture and Planning at Cornell University.

A graduate of Cornell University's School of Industrial and Labor Relations, Alan also attended New York University School of Law, the School of Visual Arts and Alexei Brodovich's Design Laboratory.

## **Jacob Lepiarz**

### **Senior Account Manager/Strategist, Siegelvision**

Jacob's passion for social impact is only matched by his love of creating breakthrough communications and marketing strategies. During the majority of his tenure at Johnson & Johnson he spent his time growing and protecting the reputation of the J&J enterprise, managing numerous cause marketing platforms designed to strengthen the company's brand while supporting J&J's key non-profit partners.

His proudest achievement was the launch of the Donate a Photo app, an "Instagram for good" platform that unlocks donations to J&J's non-profit partners for every photo shared through the app. During his time managing the platform not only did the company donate over 2 million dollars through the app, it was consistently the top program driving positive reputational impact for the company.

Jacob also works as an adjunct professor at Rutgers University and mentor through Ivy Gate International teaching students in the US and abroad how to develop communications and marketing plans with a focus on supporting non-profits.

## **RDW Group**

RDW Group is part of a family that also includes Incentric and iFactory. Together, we provide all of the communications capabilities organizations need to change for the better, grow their businesses, and fulfill their missions. RDW is a full service advertising, public relations and media services agency, providing brand development, creative content, and awareness building strategies across channels. Incentric Digital Marketing is an agile and responsive digital



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marketing group providing meaningful engagement, integrated lead generation, nurturing strategy and implementation. iFactory is a web strategy, design and development group providing innovative, inspiring, and intelligent interactive solutions that elevate brands and facilitate lead nurturing and transactions. RDW Group has offices in Portland ME, Providence RI and Boston MA.

RDW has worked with the College of Engineering since early 2015, collaborating with leadership across degree offerings and programs on numerous initiatives. These range from generating awareness about the college and its impactful research and contributions to conceiving and executing on innovative approaches to engage with priority audiences through both paid and organic promotional efforts. RDW, along with its digital arm Incentric, have built, launched and grown all social media presences engagement (Instagram Facebook, Twitter and Linked In) and share of voice to compete and overtake many of the nation's premier institutions. We've also prioritized and implemented measurement plans and tracking of marketing performance to enable data-driven decision-making. RDW consults with COE leadership to strategically develop and execute on paid media campaigns using an integrated mix of tactics to achieve shared goals. Finally, iFactory, the web development arm of RDW, led the effort to design/build CollabSpace – a community dedicated to socializing young makers and engineers to the Cornell brand and reputation by providing an Ivy-backed safe-haven to learn skills, share projects, and interact with like-minded individuals.

## **Chris DiSano, Vice President – Client Services Innovation**

Chris oversees client services for the agency and has significant experience in leading higher education efforts. Specifically at Cornell – he's worked with the Johnson School of Management (2014-2016), Cornell College of Engineering, Cornell Systems Engineering, and most recently Cornell Operations Research and Information Engineering. A former practicing attorney, Chris blends business and legal acumen with a command of marketing strategy fueled by his collaborative, entrepreneurial spirit. A native digital marketer, Chris moonlights as a nationally recognized college basketball analyst for the Atlantic 10 Conference, and previously founded one of the nation's most reputable college basketball blogs. Chris holds a B.A. from James Madison University and a J.D. from Syracuse University College of Law.

## **Sarah Johnson, Director of Digital Marketing Services**

Sarah leads a team of dedicated digital marketing innovators, collaborators, and strategic thinkers. An experienced social and word-of-mouth strategist, she creates results-driven social movements for clients in higher education. Equally analytical and creative, she drives her team to create results through tactfully executed content strategy, attention to detail, superior reporting, an eye for the extraordinary and an ability to adapt to change. She has helped build and shape the social media communities of Cornell Engineering with the help of the outstanding research, reputation, and environment at Cornell. Sarah has BS in marketing from the University of Rhode Island and a number of certifications with marketing automation software and other digital tools.