

**BUILDING ON
BREAKTHROUGHS
TO DESIGN THE
FUTURE**

Cornell Engineering





Infrastructure Task Force Summary & Recommendations

April 13, 2018

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Committee Members

Co-chairs: Ken Goldman '71 and Lisa Walker '86

John Balen '82, MBA '86

Najib Canaan '86, MEng '87

Greg Galvin MS '82, PhD '84, MBA '93

Bill LaFontaine MS '88, PhD '90

Jonathan Ludwig '03

David Perez MEng '91

Duane Stiller '84

Joe Thanhauser '71

Staff Liaisons

Carol Packard, Debra Hurley, Mary Alo

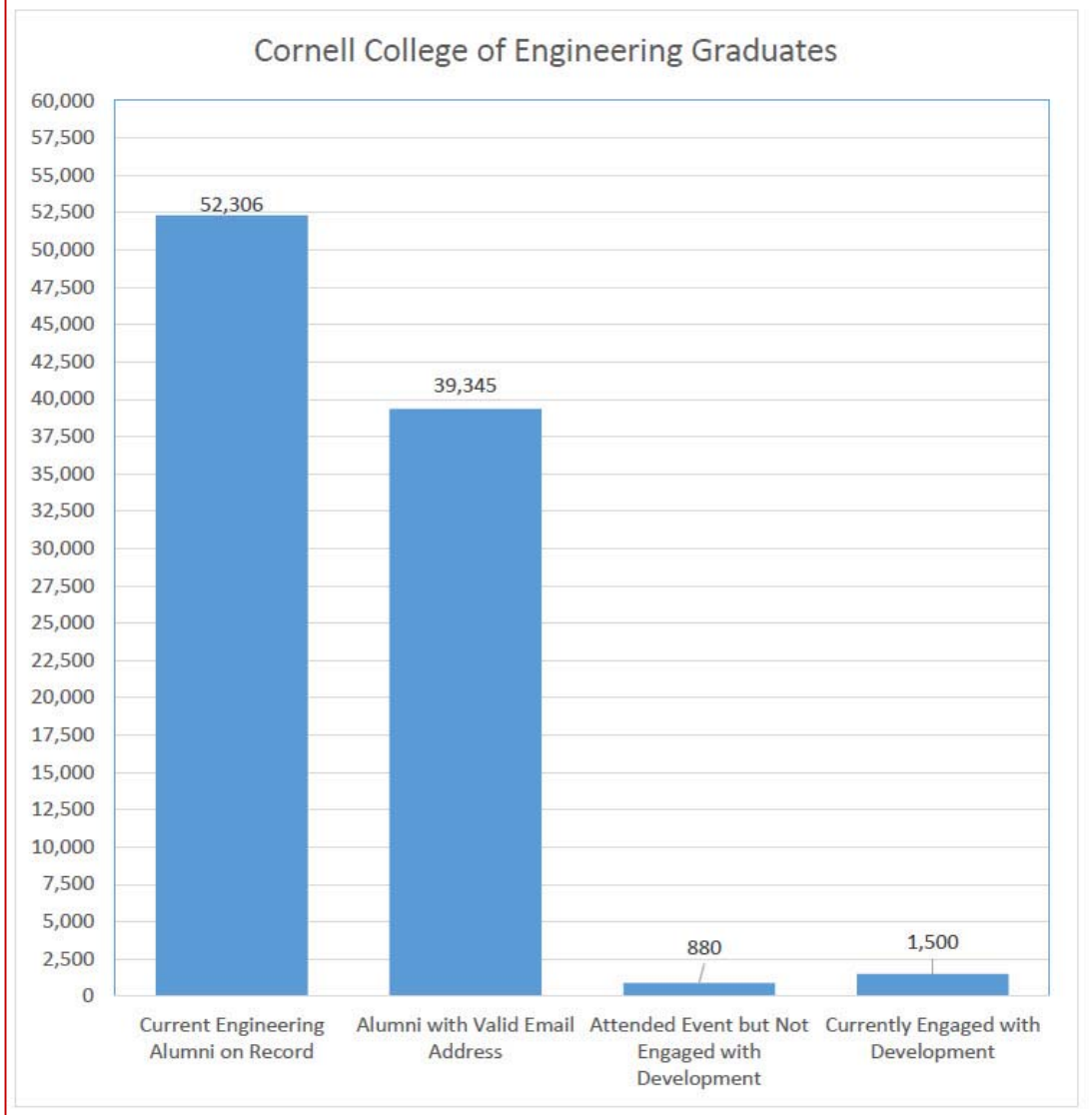
The Objective

- In the next three years, the College of Engineering seeks to raise \$150M in capital support to transform our buildings into state-of-the-art, 21st century teaching and research facilities.
- President Pollack has approved this campaign as a priority for the University.
- The task force was charged with providing strategic advice and counsel on increasing our base of prospective donors and encouraging philanthropic support from alumni, parents and friends for this critical priority.

The Opportunity

The College of Engineering has garnered a strong base of engaged and generous alumni.

However, with over 50,000 living graduates of the college, only a small percentage are currently engaged and supporting the college.



Tactics

- Provide updates, referrals and/or introductions to alumni from personal networks.
- Facilitate possible corporate connections.
- Act as ambassadors for the project in any ongoing or future conversations with prospective prospects.
- Share compelling collateral received from other institutions or non-profits.
- Host events to engage potential donors.
- Provide feedback on marketing pieces.

Progress to Date

- Committee members reviewed lists of alumni that were filtered by class year, geographic location and profession. Each member was asked to provide the names of at least five individuals from their personal networks that could be contacted.
- A strategy for each contact has been developed in partnership with Debra Hurley to create a timeline and the best approach for follow-up.
- We have collected materials from a range of peer institutions. Many are making significant investments in their engineering facilities.
- A series of events have been planned to engage prospects:
 - David Perez will host a kick-off reception in New York City – June 5, 2018
 - Lisa Walker will host a reception in Chicago – September 26, 2018
 - Ken Goldman will host a reception in San Francisco – September 27, 2018
 - Richard Ong will host a reception in Greenwich, CT – Fall 2018

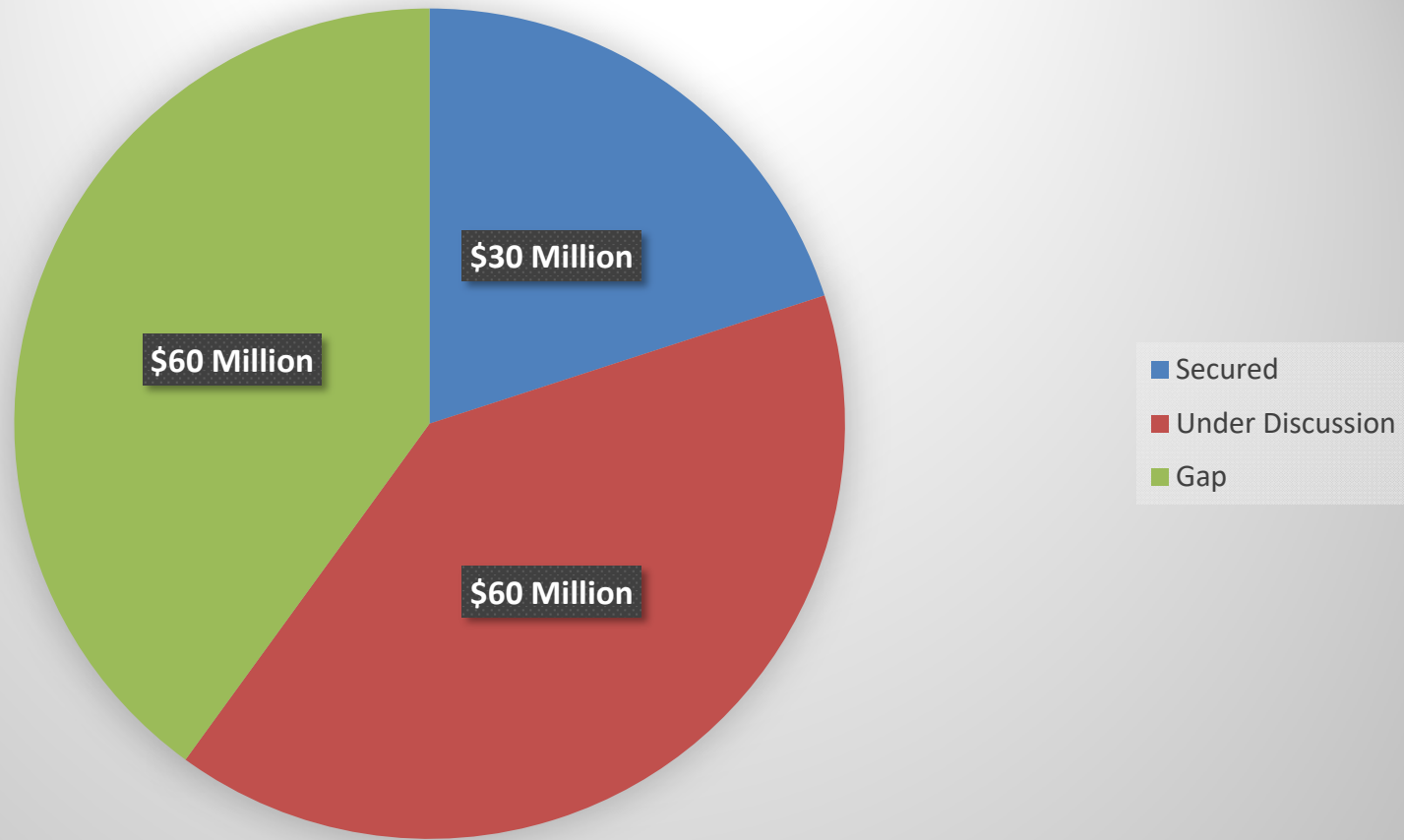
Fundraising Gift Table

Gift Level	Number of Gifts	Number of Prospects	Amount
\$50,000,000+	1	3	\$50,000,000
\$25,000,000	1	3	\$25,000,000
\$10,000,000	2	6	\$20,000,000
\$5,000,000	2	6	\$10,000,000
\$1,000,000	8	24	\$8,000,000
\$500,000	30	90	\$15,000,000
\$250,000	48	144	\$12,000,000
\$100,000	100	300	\$10,000,000
Total	192	576	\$150,000,000

Estimated Cost of Construction

- Hollister Hall North & South – \$125 Million
 - Olin Hall – \$10 – 40 Million

Fundraising Progress to Date





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View of College Avenue looking north, illustrating the new Hollister Hall north wing. The north wing will define the edge of Cornell Engineering and allow for a reimagined streetscape along College Avenue.

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College Avenue and Campus Road intersection, January 2018

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College Avenue and Campus Road intersection, illustrating a new north wing of Hollister Hall and the removal of Carpenter Hall, creating an attractive gateway to Engineering and the campus.

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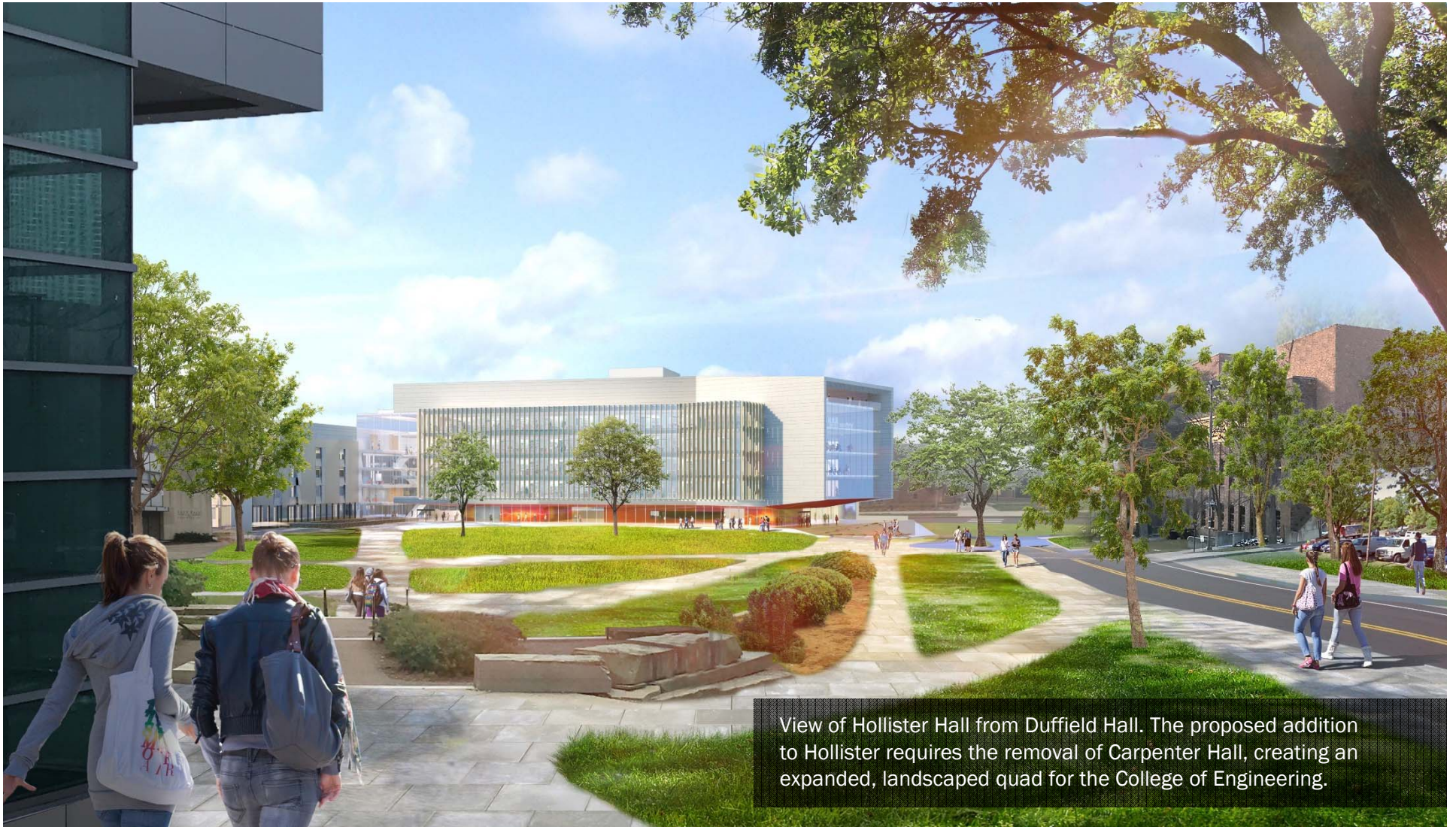




View of Hollister from Duffield Hall, January 2018

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View of Hollister Hall from Duffield Hall. The proposed addition to Hollister requires the removal of Carpenter Hall, creating an expanded, landscaped quad for the College of Engineering.

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Quad looking west towards a new proposed heart of Hollister Hall. The new "HIVE" would include study areas, meeting rooms, and other spaces for students and faculty to gather. The ground floor is a student commons and new library for Engineering.

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HOLLISTER HALL:

- Built: 1959
- Total Gross Square Feet: 115,288
- Home to Civil and Environmental Engineering

PROPOSED:

- Hollister Hall and New North Wing (to be named)
- Total Gross Square Feet: 197,000–203,600
- Home of Civil and Environmental Engineering, Specialized Labs for Chemical and Biomolecular Engineering, and Cornell Engineering Administration

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