



Campaign Planning Update and Priorities Discussion

Engineering College
Council

Tuesday March 12, 2019

CornellEngineering



Planning Process Well Underway

- ❖ First-draft summary of college/unit aspirations and priorities delivered January 15th
- ❖ Priority ideas were compiled from all levels of the academic organization in Engineering
- ❖ Preliminary plans will be discussed with Provost Kotlikoff and key Alumni Affairs and Development leaders on Thursday March 14th

Planning Process Well Underway

❖ Next steps:

- Second draft of campaign narrative, priorities, and needs (due May 15)
- Creation of preliminary engagement goal (due May 15)
- Philanthropic feasibility review (June-August)
- Input from key volunteers and donors (today and on-going through spring/summer)

Engineering Campaign Priorities

❖ Organized into three broadly defined areas based on submissions from academic leadership across the college. Each of our submitted priorities maps to a university-wide priority.

1. College-Wide Priorities
2. Department/School Priorities
3. Cross-College/Unit Collaborations



Engineering Campaign Priorities

- ❖ Identified 8 priorities for submission (allowed 10 total)
- ❖ Consulted with partners in CIS, Cornell Tech, and CALS

❖ Transformational Gift Opportunities

- Naming the College of Engineering
- Naming departments
- Lead gifts for capital infrastructure



Engineering Campaign Priorities

❖ Evergreen Funding Needs

1. Faculty Professorships/Start-Up Funds and Diversity Recruitment and Retention

(includes start-up funding, endowed professorships leveraging Provost radical collaboration areas and support for diversity hiring)

2. Student Financial Aid: Undergraduate Scholarship and Graduate Fellowships

(includes support for diverse students; MEng; and endowing Sloan Fellowships)

Engineering Campaign Priorities

❖ Programmatic Ideas

3. Establish visionary programming in digital technologies that leverages COE, CT, CIS (UrbanTech, Quantum, Data Science, AI/ML, Institute for Robotics)
4. Engineering Health and Medicine (Cancer; Infectious Disease; Personalized Health; Superbugs; Reverse Engineering the Brain)
5. Energy and the Living Laboratory (Energy Systems Institute; Earth Source Heat)

Engineering Campaign Priorities

❖ Programmatic Ideas

6. Entrepreneurship Ecosystem (Entrepreneurial minors at all levels; Big Red Innovation Center; CFP; KFP; Scale-up and Prototyping Awards; Innovation Competition)
7. Engineering Education 2020 and Beyond (Integrated Engineering Teaching Lab; Center for Professional Development; Global Development; Teaching Excellence)
8. Cornell Initiative for Digital Agriculture (Cornell Natural Hazards Institute)

Today's Discussion Questions

- ❖ Which priorities resonate most strongly with you or would be attractive to others?
- ❖ Which of these priorities do you believe best position Cornell Engineering for the future?

