Message from Tommy Bruce

I am pleased to present the University Communications 2007-2008 annual report.

Our division’s fourth year saw a continued expansion in the promotion of Cornell teaching, research, and outreach. The Cornell Chronicle Online has proven to be a much relied upon source of information for Cornell audiences, with more than 60,000 visitors each month. This is augmented by Cornell e-News, which reaches more than 170,000 readers a month via email.

The efforts of our Press Office once again resulted in increased media coverage. Overall Cornell media placements increased 59 percent over 2006-2007, with a 12 percent increase in the critical U.S. broadcast outlets ABC, NBC, CBS, CNN, and Fox News. The office also worked closely with Newsweek magazine on its annual college issue, which named Cornell the “Hottest Ivy.”

One of our most critical areas of focus continues to be the development of video content. Our Office of Web Communications and Office of Multi-media Production and Development are constantly adding to the selection of videos available on CornellCast. These are also posted to the iTunes store. Another video effort, “In the Classroom,” allows viewers to enjoy classroom lectures by Cornell faculty. CornellCast was also a vehicle for live streams of events such as the Dalai Lama’s visit and commencement.

Our Publications and Marketing Office and University Photography continued their long tradition of providing creative services to campus. P&M completed approximately 750 projects for 250 clients and U Photo carried out 1,350 photo shoots. The campus also was able to select images from U Photo’s 30,000-image data base.

We expanded the focus of the division early in the year with the establishment of the Office of Public Affairs, which coordinates the efforts of the Press Office, Cornell Chronicle, Web Communications, and Multi-media Production and Development to implement action plans for major events and special projects. This office will be increasingly important in university promotion in coming years.

Finally, the Office of Campus Relations continued to be a graceful host to visitors from around the world. Campus Information and Visitor Relations conducted 1,600 campus tours for more than 31,000 guests, answered 180,000 switchboard calls, and fielded more than 53,000 inquiries.

We look forward to continued growth in 2008-2009. Our plans include a new magazine to be produced in collaboration with Alumni Affairs and Development, expanding media relations support for the administration and faculty, cultivating new partnerships for the electronic distribution of Cornell content, and strategically focusing our resources on critical university initiatives.

My thanks go to my colleagues in the division who work so hard to make our goals a reality. Cornell is fortunate to have such talented individuals.

Thomas W. Bruce
Vice President for University Communications
$2 billion campaign milestone announced at Manhattan celebration for Cornellians
Cornell’s “$4 billion aspiration” -- its five-year Far Above campaign -- is halfway there, with $2 billion raised since the campaign was launched in October 2006. President David Skorton announced the achievement to a cheering crowd of about 1,000 alumni, friends, faculty and students, Jan. 25, at "Big Red in the Big Apple." The event celebrated "the unparalleled capabilities of the campuses of Cornell Ithaca and Weill Cornell Medical College" to solve some of our planet's most pressing problems through their research, teaching and outreach, said Skorton.

Researchers deduce bonding between lithium and beryllium
CU scientists have discovered hypothetical conditions in which the elements lithium and beryllium bind to form stable -- possibly superconducting -- alloys.

Study shows majority of brides aim to shed 20 pounds before the big day
More than one-third of brides-to-be use such extreme measures as diet pills, fasting or skipping meals to achieve their desired wedding-day weight.

Web site hosts gardeners’ ratings on thousands of veggie varieties
With more than 5,600 vegetable descriptions and seed sources, Cornell’s Vegetable Varieties for Gardeners is the site for summer garden planning.

Lab of Ornithology’s Great Backyard Bird Count slated for Feb. 15-18
The 11th annual citizen-science project invites birders across North America to take a real-time snapshot of where the birds are.
Overview

The Cornell Chronicle Office publishes Chronicle Online, featuring daily news about the university; the Cornell Chronicle, a weekly newspaper; and Cornell e-News, monthly news highlights sent via e-mail to alumni, parents and friends of the university.

Our work product for the period of July 1, 2007, through May 31, 2008, compared to a year earlier (period from July 1, 2006, to June 30, 2007):

- 1,155 stories posted online vs. 1,083
- 1,484,153 average weekly hits to www.news.cornell.edu (total files served) vs. 1,260,000
- 605,864 average weekly page views for Chronicle Online versus 600,000
- 92,625 average weekly unique users vs. 98,294
- 25,371 average weekly visits to Chronicle Online home page vs. 35,000
- 2,907 subscribers to Chronicle Online e-mail lists vs. 2,740
- 1,733 subscribers to the e-mail CU News Digest
- 50 editions of weekly digest of news sent to e-mail service subscribers
- 178,000 e-mails of Cornell e-News sent in May 2008 vs. 155,000 in July 2007
- 1,093 average weekly downloads of the Cornell Chronicle PDF vs. 926
- 12,400 total circulation of the Cornell Chronicle vs. 12,800
- 167 outlets for distribution of the Cornell Chronicle
- 8 land-grant issues of the Chronicle sent to 585 selected federal, state, and city leaders in Washington, Albany, and New York City

In April, Chronicle Online began recording statistics using Google Analytics. Two months of data (April and May) are as follows:

- Home page views: 42,222
- Total page views: 367,458
- Total visits: 202,369
- Unique visitors (May): 62,573

Highlights

- In summer 2007 two all-day workshops were held to consider the future of the Cornell Chronicle and Chronicle Online. Speakers’ suggestions were considered by working groups, which suggested ideas for making both the paper and the website more user-friendly. Several of these ideas are now evident in new features and web functions.
- Three Chronicle Magazines published:
  - The ILR School: Advancing the World of Work (September 2007)
  - A new home for physical sciences (October 2007)
  - A medical school blooms in the desert (May 2008)
- Chronicle writers made several trips, across the country and the world:
Letter from the Publisher

Cornell Chronicle is now a Friday morning paper with new features, and more to come

In our edition on Aug. 17, we’ll cover the orientation set to rock new students’ world.

Other improvements to the Chronicle this semester include redesigned weekly FOCUS pages that make events to give you more time to plan for attending any celebrations and talks.

Selections for the Provost’s Series will be made from planned public lectures and academic symposiums.

• During the year, 12 student writers interned with the Chronicle.

- Linda Myers, a former Chronicle writer and now a freelance contributor, covered ceremonies in Paris in July 2007 marking the gift of a law library by the Cornell Law School to France’s highest court.
- Anne Ju traveled with the AguaClara team from the Engineering College in January 2008 to write about the students’ work in building rural water projects. She also traveled to Greece in October 2007 with a group from the Institute for European Studies. In addition, in March 2008 she covered the Cornell women’s NCAA basketball game in Bridgeport, Conn.
- Dan Aloi accompanied 14 City and Regional Planning students to New Orleans in March 2008 to report on aiding the recovery from Hurricane Katrina.
- Lauren Gold spent two months working with the information office at Weill Cornell Medical Center in Qatar to help produce a Chronicle Magazine, “A Medical School Blooms in the Desert” in May 2008.

- Working with Publications and Marketing we published an eight-page section on graduating seniors on May 23, 2008.
- Chronicle Online, edited by Chronicle Assistant Director Karen Walters, won a CASE (Council for Advancement and Support of Education) Circle of Excellence silver medal. The staff of the Chronicle won a CASE bronze medal for writing.
- Chronicle editors conducted one interview with President Skorton on the eve of his Asia trip.
- Throughout the year, Weill Cornell Medical College in New York City was widely covered, including six Focus pages in the Cornell Chronicle. Also, talks were held with WCMC on increasing coverage of collaborative research between the two campuses.
- Throughout the year, the Chronicle gave wide coverage to international and sustainability research.
- Proposed changes to the Campus Code of Conduct were examined in background articles, and full coverage was given to meetings and public comment sessions, including a final article on the resolution May 1, 2008.
- During the year, 12 student writers interned with the Chronicle.
Hottest Stories of the year

- *Newsweek* names Cornell “Hottest Ivy”
- Walking robot sets distance record
- Dalai Lama visits
- Financial aid changes
- Stephen Colbert visits
- Pumpkin anniversary

Other Major Stories

July 2007:

- Cornell’s crusade to save planetary radar at Arecibo
- N.C. Wyeth’s coloring technique revealed by Cornell’s synchrotron

August 2007:

- Harris named deputy provost; Buhrman is research vice provost
- Cornell named “Hottest Ivy” by *Newsweek*
- Mann Library reopens with modern amenities amid vintage details

September 2007:

- Cornell announced it will offer its first degree program in Africa
- Cornell will support new doctoral program at the University of Ghana to train African plant breeders
- Cornell and Indian researchers have developed a pest-resistant eggplant for South Asia
- A book’s revealing tale: Cornell’s top benefactor is Chuck Feeney ‘56

October 2007:

- Record humanities gifts put campus campaign over $1 billion
- The Dalai Lama brings message to a sold-out Barton Hall
- British novelist Salman Rushdie pays tribute to Cornell writers during campus reading
- Retired Supreme Court Justice Sandra Day O’Connor is Law School’s jurist in residence
- Team helps Bulgarian university develop master’s program
- Food scientists help Zambian farmers reap profits so they won’t poach

November 2007

- Fans cheer hockey team at Madison Square Garden
- 10th anniversary of the great pumpkin prank, and we still don’t know whodunit
- Cornell breaks ground on new child-care center
- Skorton and team meet alumni and forge friendships in Asia
- CU addresses crisis in food and health in sub-Saharan Africa

December 2007

- Men’s lacrosse coach and team named best of 2007
- ILR members participate in U.N. climate change conference in Bali
- Law School readies exchange program with Peking University
January 2008
- Cornell announces sweeping new financial aid initiative
- $2 billion campaign milestone announced at Big Red in the Big Apple
- Undergrads on break forced to flee Kenya in wake of election violence
- Veterinary College receives largest-ever gift of over $7 million

February 2008
- Skorton responds to U.S. senators about endowment growth, financial aid
- Sustainability event draws 50 campus groups together to brainstorm
- Harold Tanner ’52 supports West Campus house fellows program

March 2008:
- Joe Thomas takes the helm of the Johnson School
- President David Skorton appears onstage with Bill Clinton at inaugural meeting of the Clinton Global Initiative University at Tulane University
- For first time in Cornell basketball history, both the men’s and women’s teams represented the Ivy League in their respective NCAA tournaments
- Mellon grant to humanities
- Plant pathologist William Fry elected dean of the faculty

April 2008:
- Gates Foundation awards CU $26.8M to lead fight against wheat plague
- America’s “Hottest Ivy” attracts record number of applicants
- Cornell announces plans for an on-campus teaching winery
- Digital library expert Anne Kenney to lead Cornell Library system
- Cornell mourns Board of Trustees Chairman Emeritus Stephen H. Weiss

May 2008:
- Provost Biddy Martin chosen to lead University of Wisconsin-Madison
- Skorton challenges graduates to build future of social responsibility
- 15 students receive their MDs in a festive ceremony in Qatar

Goals and Initiatives
- Overhaul of Chronicle Online’s web infrastructure to improve editing and posting and to add greater multi-media functions and improve interactivity.
- Increased use of online multi-media: more videos, picture shows, and video-podcasts.
- Redesign of Chronicle Magazine under a new name in a collaborative effort with Alumni Affairs and Development. The magazine will be published quarterly.
- First steps in redesign and change in publishing schedule of Cornell Chronicle newspaper.
- Exploration of new ways of getting Chronicle newspaper to readers.
- Development of a weekly all-campus e-mail newsletter highlighting week’s major stories on Chronicle Online.
Press Relations Office

Overview

The Press Relations Office was established almost four years ago to raise Cornell University’s media profile and coordinate major media-relations activities for the university. The office is the university’s principal representative to local, regional, national, and international media organizations. Situated in 234 Day Hall, the seven-member office works closely with other University Communications offices and campus communications directors and is responsible for:

- responding to media questions and acting, in coordination with the vice president for university communications, as university spokespersons;
- issuing press releases and press advisories;
- arranging and facilitating interviews, press conferences, and other media coverage of Cornell;
- facilitating contact and working relationships between members of the media and Cornell faculty and staff members, administrators, and students and helping to manage those relationships;
- maintaining a list of Cornell faculty experts on a wide range of topics and promoting those experts to the media;
- providing faculty experts and other members of the Cornell community with media-relations support, including help with creating and placing op-eds, press releases, letters to the editor, and other media communications, as well as offering media-relations training;
- reporting on Cornell’s coverage in the worldwide media through the “Cornell in the News” feature—www.news.cornell.edu/pressoffice1/CUN.shtml.
Highlights

Office Development
During FY08, the Press Office made some important changes and additions:

- The office expanded its collaborations with internal and external PR offices and took part in the university-wide communications review process.
- During the absence of a communications director in the College of Veterinary Medicine, the Press Office coordinated all media-relations activities for that college until spring 2008.
- The revamping of the office’s web site—www.pressoffice.cornell.edu—continued (in consultation with the Office of Web Communications), and a planned redesign will involve moving the site to a content management system, better coordination with other University Communications sites, and greater access, variety and utility for internal and external clients.
- The office established a New York City branch, staffed by press officer Sabina Lee. She will work to advance efforts to raise Cornell’s media profile in the city, and she will coordinate efforts with NYC Communications director Brenda Tobias and with the Weill Cornell Public Affairs Office. She also will help further Press Office communications and media relations efforts in Washington, D.C., in coordination with Government Affairs.

Media Placements
One of the Press Office’s primary goals is to continue to increase media placements about Cornell and Cornellians. These placements—in media including newspapers, magazines, wire services, web, and broadcast TV and radio around the world—have jumped steadily during the less than four years the office has been in business. Specifically coverage, as determined by media hits in FY08 as compared with FY07, increased by 59 percent overall and by 4 percent (47 percent over two years) in a targeted list of 11 major print and broadcast media outlets. There were 42,399 overall media hits specifically involving Cornell in 2006-07 compared with 71,416 hits during 2007–08. Those numbers do not include sports reports, wedding announcements, and other incidental Cornell mentions.


Arecibo Research Facility in Puerto Rico.
Further, the geographic distribution of stories about Cornell in the media increased in every region of the United States (by 36 percent in the West, 40 percent in the South/Southwest, 45 percent in the Midwest, 59 percent in the Northeast, and 84 percent in New York State) and by more than 400 percent internationally.

Working with Public Affairs and the Media Production Group and its broadcast studio, the Press Office helped set up 64 broadcast media interviews (both TV/satellite and radio/ISDN placements) during the past fiscal year, for 49 separate faculty members and administrators. Cornell interviews from the studio have been carried by major broadcast outlets such as CNN, ABC, ESPN, CBS, NBC, FOX, CBC, BBC, Bloomberg, and NPR, as well as smaller regional outlets.

**Major Press Activities**

During the past year, the office conducted significant press activities, including:


- The Press Office’s work with a *Newsweek* magazine writer resulted in the magazine’s August 27, 2007, article naming Cornell the “Hottest Ivy.”

- While the Arecibo Observatory (managed in Puerto Rico for the National Science Foundation by Cornell’s National Astronomy and Ionosphere Center) is being threatened by severe federal budget cuts, the Press Office has helped efforts to raise Arecibo’s profile and put a spotlight on the important work done at the astronomical and radio-imaging facility:
  - In September 2007, the Press Office worked with the *Washington Post* on a front-page feature story on the plight of Arecibo, coinciding with a meeting in Washington to plan Arecibo’s future. The article generated much-needed interest in the U.S. House and Senate, and eventually led to House and Senate legislation encouraging the NSF to save Arecibo.
  - In November 2007, the Press Office promoted Arecibo Observatory testimony on Capitol Hill featuring five scientists, including Cornell Astronomy Professor Donald Campbell, who testified on near-Earth asteroids that pose a threat to Earth and how
Arecibo can track and characterize these objects.

- In late January and early February 2008, the Press Office promoted media stories on Arecibo's capturing of radar images of an asteroid named 2007 TU24 that passed within 330,000 miles of Earth.

- In January 2008, the Press Office promoted media coverage on two presentations at the American Astronomical Society Meeting in Austin, Texas, by Arecibo researchers—on neutron stars and black holes and on the discovery of critical ingredients for life in distant galaxies.

- The “Inside Cornell” luncheon series in New York City, which is coordinated by the NYC Communications office and the Press Office, had its most successful year in 2007-’08. Media promotion for the series was enhanced by the development of video clips on the Cornell speakers. Featured faculty experts at the past year’s luncheons included Human Ecology Professor Valerie Reyna, Communications Professor Jeff Hancock and Janis Whitlock, director of the Cornell Research Program on Self-Injurious Behaviors. All the luncheons were well attended by media outlets such as ABC’s Primetime Live, CBS, Vogue, Ladies Home Journal, and the New York Times. And the luncheons have helped spawn further broadcast and print media coverage for the speakers:

  
  - WABC-TV news stories in February, on deceit in online dating, featured Jeff Hancock and his research (one of the stories was featured on video screens in the back of New York City taxicabs as part of the Taxi-TV service). Hancock’s research also was featured in February on NPR (“Online Dating: Liars with Their Pants on Fire”).

- The Press Office coordinated media relations support for several high profile visitors to Cornell during the past year, leading with the visit of the Dalai Lama in September 2007, which was covered by all the major broadcast networks, AP, UPI, Reuters, Voice of America, and many local, regional and international print and broadcast outlets, including Tibetan news organizations. The Press Office also provided media relations support for campus visits by former Attorney General John Ashcroft, Republican presidential primary candidate Gov. Mike Huckabee and retired Supreme Court Justice Sandra Day O’Connor.

- The Press Office provided media relations support on the ground in South Korea for President David Skorton during his Cornell delegation’s visit to East Asia in October-November 2007, resulting in wide coverage in China, South Korea and Japan, including several TV interviews on outlets such as CCTV International, Eastern Shanghai TV, and KBS. The delegation’s visit also received coverage in the People’s Daily, Guangming Daily, China Wenhui Daily, Shanghai Star, Xinhua news agency, China Campus Magazine, China Youth Daily, Overseas Campus Magazine, the Korea Times, KyungHyang Ilbo, the Korea Economics Daily, the Legal Times, Chosun Ilbo, Science Dong-A, and Asahi Shimbun.

- The Press Office pitched and helped implement a front-page feature article in the Wall Street Journal, December 29, 2007, on the university’s forward-thinking student-health safety network, titled “Bucking Privacy Concerns, Cornell Acts as Watchdog.” Cornell staff, faculty, and students were quoted, and Gannett Health Services administrators Janet Corson-Rikert, Timothy Marchell, and Gregory Eells were prominently featured. The university’s health and counseling support efforts for students also were prominently featured in March and April in a number of media, including U.S. News and World Report and the New York Times Education Life section.
• With lead support from the Press Office (in the absence of a communications director in the college), College of Veterinary Medicine researchers received major media attention in 2007-08, from outlets such as the Charlie Rose show, NPR, the major broadcast networks, the New York Times, USA Today, Washington Post, Boston Globe, Los Angeles Times, Daily Express (UK), Telegraph (UK), Science, Nature, and the China Post, on topics from bat deaths in New York State and the linking of E. coli bacteria to Crohn’s disease—to embryonic cell-transplant therapy.

• The Lab of Ornithology’s efforts to protect endangered right whales has received worldwide media coverage, with the Press Office’s support, in outlets and wire services including AP, UPI, NPR, CNN, ABC News, MSNBC, Fox news, the Boston Globe, the Boston Herald, the Guardian, the Globe and Mail, Science Daily, National Geographic news, and others. The Press Office is also working with Sen. John Kerry’s office on an op-ed about the effort.

• The Press Office’s media training efforts continued during the past year and included setting up intensive media training for the president and provost with media consultant Michael Sheehan. A PowerPoint presentation on media training was developed by the office for use in future presentations by office staff.

• The Press Office coordinated an interview by New York Times writer Tamar Lewin with President David Skorton in New York City about the internationalization of U.S. universities, including Cornell, for two lead articles published in the Times in February 2008. The Weill Cornell Medical College campus in Qatar was featured in one of the stories, which also was published in the International Herald Tribune. In late April and early May, the Press Office assisted the Weill Cornell Public Affairs Office with media relations support for Weill Cornell-Qatar’s first commencement, on May 8 in Doha, resulting in international press coverage.

• The Press Office in coordination with the NYC Communications office inaugurated a luncheon series hosted by President David Skorton with selected higher education media in New York City on May 2, 2008. The first luncheon, which NYU President John Sexton joined at President Skorton’s invitation, featured a discussion on higher-education endowments with reporters from the New York Times, Newsweek, Newsday, BusinessWeek, and the Wall Street Journal. The next luncheon in the series is planned for Fall 2008.

**Goals and Initiatives**

• Improve and consolidate digital office systems, databases, and electronic files, including upgrading the Press Office web site—to increase intra-office utility; interoffice and inter-campus collaboration and coordination; and media access and promotion.

• Improve and expand media relations support for the president, the vice president and senior administrators, as well for faculty and student experts.

• Build and support the new New York City office to further initiatives and collaborations involving Cornell media relations in the city and in Washington, D.C.

• Further refine metrics for gauging the office’s effectiveness, in line with the development of consistent metrics across the division.

• Further improve coordination and collaboration with the Cornell Chronicle and campus-wide communications offices.

• Raise the profile the Press Office within the Cornell community, and better promote its functions and services.
Multi-Media Production and Development

Overview

The Office of Multi-Media Production and Development, directed by Tracy Vosburgh, sits under the newly created Office of Public Affairs. This year has been successful, with a growing archive of audio and video content creating higher visibility of Cornell activity for the Cornell community and beyond.

Although Cornell does not have a television or radio station, we have forged relationships with local stations and have launched a new radio program and new cable television program. We continue to evaluate what Cornell’s level of involvement should be in the traditional television and radio broadcast and cable world, as well as in Internet and satellite delivery, and the use of streaming video, video on demand (VOD), podcast (audio download), and vodcast (video download). We are collaborating and partnering with internal and external teams to define and meet Cornell’s multi-media communication needs.

Reaching New Audiences through New Media

The office fills a vital niche in Cornell’s communications efforts by providing faculty members and administrators with the means to explore new ways of communicating with specific audiences as well as with larger sections of the general public. The office also provides consultation on effective communication strategies and assistance with media choices. The office directly complements and gives support to a number of university units, including the Press Relations Office, other University Communications units, and units within CIT. The office serves as the Cornell community’s first point of contact for projects involving podcasts, vodcasts, radio, TV, cable and satellite links and feeds, and streamed video on the
The office is responsible for organizing the university's approach to radio and television programming, with the aim of creating greater awareness of Cornell's research and service projects through broadcast and electronic dissemination. Cornell content is available on our website at CornellCast (cornell.edu/video) as well as through the iTunes store and on local cable TV and radio.

**Highlights**

**CornellCast**
CornellCast opened important conversations to the larger Cornell community by live streaming key events and making them available through an archive stream and downloadable files. Events included:

- A panel of five Cornell professors and administrators discussed "America's Original Sin: Obama, Race, Religion and Politics" before several hundred people in Sage Chapel, March 27, 2008.
- In honor of April's National Poetry Month, seven Cornell MFA students shared their poetry as part of New York City's 6th annual Poem in Your Pocket (PIYP) Day on Thursday, April 17, 2008. Cornell University partnered with the NYC Department of Education, the Department of Cultural Affairs, the Mayor's Office, and the Bryant Park Corporation to celebrate PIYP Day 2008.
- Cornell, Cornell Institute for Public Affairs (CIPA) and Global Capacity Building—President Skorton discussed the role of higher education in addressing global issues. Skorton underscored the role and responsibility of higher education in combating poverty, malnutrition and violence on a global scale when he addressed the Cornell Institute for Public Affairs on February 15, 2008.
- His Holiness the 14th Dalai Lama, the spiritual leader of Tibetan Buddhism, visited Cornell and spoke to an audience of about 5,000 people in Cornell's Barton Hall on October 9, 2007, about "A Human Approach to World Peace." The lecture also was streamed live on the Internet and telecast for overflow audiences at two locations on campus.
- “Sunday Forum” hosted by Tommy Bruce, vice president for University Communications, was launched Sunday, May 4, 2008, at 6:30 p.m. on WVBR-93.5 FM radio. The interactive radio series airs the first Sunday of every month and features experts and community figures to discuss an eclectic mix of topics. The show is streamed live online at WVBR.com, and listeners are invited to participate in the discussion through AIM instant messaging by sending questions, comments and opinions to the screen name Sunday Forum during the show.
- “East Hill Notes” hosted by Gary Stewart, Cornell's assistant director of Community Relations, debuted on local TV cable access Channel 16 the weekend of May 2, 2008. Gary hosts the half-hour show, which focuses on topics of interest to Ithaca and Cornell, with guests from the Cornell campus and the Ithaca/Tompkins County community. The show runs three times over the first weekend of each month, Friday at 8:00 p.m., Saturday at 8:00 a.m., and Sunday at 6:00 p.m.

**Goals and Initiatives**
Our strategic goals include:

- offer flexible studio use facilities for national network news opportunities
- increase TV, video, and audio production content and capabilities
- develop Channel 100 (Cornell-content TV) as an internal communications channel
- enhance external distribution of Cornell content through iTunes U and other channels
- continue to develop partners for content creation and distribution
Web Communications

Overview

The mission of the Office of Web Communications is to provide leadership and guidance to the entire Cornell community regarding effective and appropriate use of the web as a tool for external and internal communications.

The office promotes the vision of a Cornell web space that is:

- engaging (friendly, welcoming, community-promoting);
- diverse (inclusive);
- useful (worth visiting regularly);
- cohesive (but not homogeneous);
- current (accurate);
- authentic (real, rich content);
- responsive (agile);
- risk-taking (cool, cutting-edge, progressive);
- secure;
- accessible.

Goals and Initiatives

During FY08 the Office of Web Communications executed its mission through the following goals and initiatives:
Goal: Grow, maintain, and support Cornell’s primary web presence—www.cornell.edu—to directly support the university’s strategic goals and initiatives.

The Cornell home page continues to provide large numbers of viewers worldwide with high-quality content and pointers to rich resources within Cornell’s vast web space. The front page alone averages about 1.2 million page views monthly, and the entire site sees about 460,000 unique individuals visiting during an average month.

The most notable new functionality on cornell.edu this year is the Outreach portal (http://www.cornell.edu/outreach/programs/), which catalogues, describes, and renders searchable a large and growing collection of information about Cornell’s numerous outreach programs, especially as they pertain to the land-grant mission of the university. Information about each program is entered and maintained by the program sponsors themselves, and the system is managed through the oversight of the Office of the Vice Provost for Outreach. To our knowledge no such portal exists to-date at any other higher-education institution.

The use of multiple media to communicate on the web continues to grow explosively, as evidenced in the popular media with which today’s college and high school students are so intimately familiar and comfortable. CornellCast, our repository for video content, grew by over 130 videos this year, and supported several live streams, including the Dalai Lama, the Academic State of the University, and Commencement. In the Classroom is a new content feature that highlights the diversity and richness of the Cornell classroom experience by showcasing a different course session every week. We improved the CornellCast user experience with the addition of categorization of videos, search and browse functionality, and support for live streams within the site itself. We’ve also leveraged other communication channels such as e-mail and personal blogs to drive traffic to CornellCast. CornellCast videos are also posted to the iTunes Store, giving wider visibility to this growing collection of Cornell content.

Incorporating more voices from our community into cornell.edu is key to accurately representing Cornell’s diversity, as well as engaging users with the site’s content. Our student blogging program expanded this year to include 8 students representing 6 undergraduate colleges and a broad diversity of interests and experiences. They tell an authentic story about student life at Cornell and bring the student voice to the site in a very real way. To make our New York City-based constituents easier to locate, the People (directory) search within cornell.edu now integrates the Ithaca-based directory with the Weill Cornell Medical College directory, allowing users to scan both locations with a single search. Results are also sorted and categorized for easier access.

Throughout higher education, planning for communications during a crisis is recognized as critically important, particularly at the main point of entry for the institution’s web space. This year we further developed and refined our technical infrastructure, our design templates, and our business processes, so that we can respond quickly and efficiently and ensure our systems are highly available if the unthinkable happens at Cornell.

User feedback consistently tells us that the large, high-impact images at the top of the main home page—known as the “panorama space” images—are one of the most powerful and effective tools we have at our disposal to communicate the true spirit of Cornell to the world. In collaboration with University Photography, we are continually developing dynamic, compelling imagery that reflects Cornell’s identity and celebrates the diversity of interests and activities in
our vast community. Special presentations in the panorama space were developed for Back-to-School, Dragon Day, Slope Day, Commencement, and Reunion. Our yearly Commencement feature celebrates the achievements of 20 graduating seniors. We also added new images to the “everyday” image rotations.

Web Communications’ partnership with Cornell Information Technologies continues to benefit the site in many critical ways, as evidenced by the consistency and professional quality of the user experience and high availability of our server environment.

**Goal: Improve internal communications through the web.**

The OWC maintains oversight of CUInfo, an internally focused directory and communication tool. This year we put resources into improving this space with a new Safet Zone area, which features messages about safety-related items such as road closings, crime alerts, or weather conditions. The Rideboard has also been modernized to refer to Facebook and other national services that did not exist just a few years ago. UPortal remains an area of interest, and we are actively participating in the determination of future directions for the tool. Next year we will co-sponsor an examination of current portal technologies and consider carefully the role of UPortal in meeting Cornell’s internal web communications needs.

**Goal: Increase visibility and reach of Cornell’s content and messages to worldwide audiences.**

The many popular social networking and multimedia repository sites throughout the web offer Cornell a powerful opportunity to place its content where worldwide audiences will see it. This year the OWC launched an official page for Cornell University on Facebook (www.facebook.com/pages/Ithaca-NY/Cornell-University/8570160131) where we post news, events, and photos regularly. The page currently has over 700 fans. Distributing Cornell video and audio on national networks is another opportunity we’re beginning to exploit. This year we joined both iTunesU and UChannel (uc.princeton.edu/) and will be actively pushing Cornell content to these spaces shortly.

**Goal: Help units create effective web sites to meet their communications needs.**

During web site redesigns, to ensure that the result will be a high-quality web site, units must think through critical communications and technical issues and advocate for appropriate processes and resources. In FY08 we consulted with and provided guidance to many constituents facing these challenges. These collaborations included:

- Division of Human Resources (strategic communications consult)
- Alumni Affairs and Development (bridge page within cornell.edu, strategic web consultation around large events)
- Undergraduate Admissions (new site for accepted students site, consultation on use of blogs)
- *Cornell Alumni Magazine* (consultation and guidance on major web site redesign)
- Cornell Cooperative Extension (consultations around resources and planning for major redesign)

In addition, the OWC offered guidance to many offices within senior administration about how to resource and support their own web communications needs, and how to partner with University Communications to enhance and strengthen their local efforts.
Goal: Bring cohesion to Cornell’s vast and distributed web space and promote a highly engaging, welcoming user experience throughout.

Cornell’s web-developer community comprises hundreds of skilled professionals throughout the university. Individual webmasters often work in relative isolation on their day-to-day development activities. Our office seeks to unify this community, supporting and promoting the members’ roles as stewards of the user experience on Cornell-related web sites. In addition to offering consultations with web developers during major redesign or transitions, and continued support for use of the Cornell logo and web developer templates, we also sponsor the CU-Web Forum. The CU-Web Forum meets monthly to foster communication, share information, and offer professional development and training opportunities. This year’s meetings included discussions on social networking, the university events calendar, emergency communications through the web, campus maps, Flash, web accessibility software tools, and presentations by sponsors of new and innovative sites introduced this year.

The View Source blog (viewsource.web.cornell.edu), re-launched this year with a new look and identity, is another communication vehicle of the OWC, that gives the “insider’s story” about Cornell’s web space. Regular postings provide updates on new or redesigned sites, works in progress, and evolving technologies that affect the web developer community.

The OWC continues to co-sponsor the proposed policy on accessibility of web pages for persons with disabilities. Even though the policy has yet to be officially promulgated, we worked this year to develop training and self-help resources and provide free licenses for the Lift accessibility analysis tool. It is likely that this policy will be promulgated during the next fiscal year.

Goal: Build and promote appropriate technical infrastructure on the Cornell web space.

The ongoing upgrade to the central events calendar—www.cornell.edu/events—to support Cornell’s growing demand for online events advertising was a major area of focus this year. In collaboration with CIT, we have made huge progress toward establishing Bedework (www.bedework.org) as Cornell’s next calendar system. We are developing a robust server environment and new user interfaces that support our distributed events provider model. In addition to today’s features that event providers depend on, units can look forward to new features, such as localized views of central calendar data and central storage of events relevant only to that unit, in the coming year.

A robust web-search tool is critical to ensuring a positive experience for Cornell’s online audiences, especially given the distributed nature of the Cornell web space. In collaboration with Cornell Information Technologies we manage the commercial-quality Google Search Appliance to drive the web search feature on cornell.edu, and we make the search collection available to all Cornell web sites to use for their own search functions.

Our collaboration with CIT and Cornell’s Campus Planning Office to create a new infrastructure for campus maps continued this year. Our work centers around the development of a centrally supported GIS database for map data, and of standards for web-based map displays generated from that central data. The two groups share the goal of allowing web sites throughout Cornell to tap into a robust, centrally supported and maintained campus-mapping
function, thereby promoting consistency of information and user interface for all campus maps.

Planning for emergency communications also necessitated work on our infrastructure. Extensive load testing of the cornell.edu server infrastructure shows that we are prepared for the expected high levels of users on cornell.edu that we might experience during a crisis. Text messaging systems have been tested and improved this year, and we continue to partner with web developers and technologists throughout campus to establish even more channels of communication for emergencies, such as automatic feeds to web sites and digital signage systems.

Finally, as a direct outcome of the university-wide communications review led by University Communications this year, we have become an advocate for the creation of centralized digital repositories of all types of communications assets, as well as more robust distribution channels, so that all communicators throughout Cornell have current technology tools to help them disseminate messages about Cornell. We will continue this advocacy next year and explore partnerships with technology experts to make this vision a reality.

**Goal: Support Cornell senior-administration communication priorities on the web.**

The office builds and maintains web sites that broadly support critical communication initiatives for Cornell's senior administrators, ensuring that the entire Cornell community has reliable access to timely information of import to all. In FY08 we supported ten sites in this category:

- Office of the President—www.cornell.edu/president
- Office of the Provost—www.cornell.edu/provost
- Board of Trustees—www.cornell.edu/trustees
- Diversity—www.cornell.edu/diversity
- Disability—www.cornell.edu/disability
- Land Grant Affairs—www.cornell.edu/landgrant
- Outreach—www.cornell.edu/outreach
- Social Sciences—www.cornell.edu/socialsciences
- United Way—www.unitedway.cornell.edu
- NCAA institutional recertification—www.cornell.edu/NCAA
In addition, three new sections within cornell.edu reflect an expanded commitment to institutional priorities:

**Sustainability**—www.cornell.edu/sustainability/ This new bridge page gives a broad overview of all of Cornell’s efforts around sustainability, including education, research, and outreach activities, and the integration of sustainability concepts into our physical campus.

**Life Sciences**—to launch in August of 2008, this new bridge page will pull together resources throughout the Cornell web space to portray a vital cross-disciplinary initiative.

**Intercampus Initiatives**—intercampusaffairs.cornell.edu A new site this year, built in collaboration with the Assistant Dean for Intercampus Affairs at Weill Cornell Medical College.

**Goal: Maintain connections with peers nationally.**

The Office of Web Communications participates in several national conversations about web technologies in higher education. This year we presented at HighEdWebDev, a conference of web developers in higher education throughout the country that also includes representatives from international institutions, and at eduWeb ’07, a conference that focuses on higher education web-based marketing by combining topics in marketing, communications, advancement, and admissions with information technology expertise. Cornell is also an active participant in the University Web Roundtable, a vibrant community comprising web-communications professionals representing Ivy Plus institutions who share ideas, challenges, solutions, and developments at their institutions for the benefit of all members. Finally, the OWC served on the judging panel for the Council for the Advancement of Support and Education (CASE) 2008 Circle of Excellence Awards in the Creative Uses of Technology and New Media category.

**FY09 Strategic Plan**

**Goal: Grow, maintain, and support Cornell’s primary web presence—www.cornell.edu—to directly support the university’s strategic goals and initiatives.**

- Explore new designs for the Cornell home page, to accommodate many competing demands and represent as many voices as possible on the front page
- Expand user-centered design efforts, including usability testing with target audiences, targeted content placement, and content and design decisions based on site use data
- Complete new bridge page for the Life Sciences
- Continue enhancing features and expanding content for CornellCast
- Expand the student blogging program to include freshman voice, bloggers from the student body at large
- Continue emergency communications planning, development, and testing

**Goal: Improve internal communications through the web.**

- Increase focus and emphasis on improving Cornell’s internal web communications
- Continue support of CUInfo and conversations around UPortal futures
- Build and enhance relationships with campus communicators
Goal: Increase visibility and reach of Cornell’s content and messages to worldwide audiences.

- Launch Cornell’s iTunes U presence
- Push Cornell content into UChannel
- Continue support for Cornell’s Facebook presence
- Expand Cornell’s presence by pushing content out into other worldwide arenas

Goal: Help units create effective web sites to meet their communications needs.

- Promote the recommendations of the Communications Review with regards to web communications, and support units in their efforts to carry out those recommendations
- Continue web communications consultation with units, both as part of strategic communications reviews and during site redesigns

Goal: Bring cohesion to Cornell’s vast and distributed web space and promote a highly engaging, welcoming user experience throughout.

- Continue sponsorship of CU-Web Forum and support of web developer community, through ongoing consultations, professional development opportunities, and regular feedback channels
- Continue the View Source blog as a vehicle of communication about the web at Cornell
- Continue providing training, education, software tools, and consulting in support of the university policy on web accessibility for persons with disabilities

Goal: Build and promote appropriate technical infrastructure on the Cornell web space.

- Launch the new university events calendar in Bedework, continued enhancements, support, and integration with other campus systems
- Lead a campus-wide conversation on infrastructure and directions for social networking
- Continue support for the Google Search Appliance
- Collaborate on further development of centralized infrastructure for campus maps
- Continue to advocate for scalable, robust infrastructure for centralized repositories of images, video, news, events, and other communications assets
- Advocate for appropriate infrastructure to support e-mail marketing, message customization for specific audiences, and distribution of Cornell multimedia to worldwide audiences through the web
- Continue collaborations with campus partners in the area of emergency communications infrastructure

Goal: Support Cornell senior-administration communication priorities on the web.

- Continue support of web sites that broadly support senior administration communications initiatives
- Help senior administration build an efficient model for supporting their web communications needs

Goal: Maintain connections with peers nationally.

- Continue participation in the University Web Roundtable
- Continue participation in HighEdWebDev and other similar national conferences
Publications and Marketing

Overview
In FY08 the Office of Publications and Marketing continued to provide to the Cornell community high-quality writing, editing, and design services; high-impact communications; and expertise in creating integrated marketing programs that use a broad array of communications vehicles to build, promote, and maintain the Cornell brand. We gained strength and effectiveness through closer coordination, cooperation, and communication within our Division of University Communications.

Highlights
Some of our more than 750 client projects in FY08:

- **Poetry in your Pocket/Art in your Pocket**—a pocket book featuring a compilation of student poetry and artwork created for the sixth annual Poem in Your Pocket Day in New York City.
- **Far Above... the Campaign for Cornell** materials, for which we made various contributions including writing, editing, and design. Projects include:
  - Case statements for College of Engineering, Cornell University Library, CALS, ILR, Law School, Vet College, and students aid.
  - A multi-media presentation for the Big Red in the Big Apple event in New York City
  - Banners for Reunion 2008 that describe how campaign funds support the new Physical Sciences building project.
- **LaFayette: Citizen of Two Worlds**, a catalogue written in both French and English, produced for Cornell University Library’s exhibition celebrating the 250th anniversary of the birth of Lafayette.
- Design and writing for a new Vet College web site portal. Sponsored by Partners In Animal Health, the web site provides a collection of innovative, reliable resources for veterinarians and pet owners, developed by veterinary experts at Cornell’s College of Veterinary Medicine. P&M worked with an outside web programmer to design this web portal. We are now developing a second portal site for the Avian Necropsy program.

Projects for key university initiatives
Our office provided services for several high-priority projects this year, including:

- a PowerPoint presentation for Transportation Services to use for several transportation-focused Generic
Environmental Impact Statement (t-GEIS) information sessions.
- a university-wide Publications Audit and related web survey, as part of the university Communications Review.
- a CIT quality of work life survey to track levels of communication and service satisfaction experienced within units or by their clients.
- editing and design work on the Campus Master Plan, the Cornell Strategic Plan, and the Pandemic Plan for Risk Management

Statistics
Our office follows a cost-recovery business model that is based on fee-for-service combined with core hours allocated by the university. Our past year’s statistics reveal:
- work on 750 projects for 250 different clients
- $2.2 million in revenue generated
- range of products includes brochures, posters, advertisements, fact sheets, displays, newsletters, invitation packets, magazines, programs, web sites, handbooks, annual reports, viewbooks, banners, and strategic communications plans
- a staff of 24 FTEs and 1 PTE

Magazine development
We provided writing, editing, and graphic design to develop these magazines:
- **LINK**, a biannual magazine that showcases accomplishments of the College of Human Ecology for students, staff, faculty, and alumni: two issues
- **Cornell Chronicle Magazine**, a special supplement to the Cornell Chronicle: three issues with a distinct focus. Featured this year were the Physical Sciences, the ILR School, and the first graduating class of Weill Cornell Medical College in Doha, Qatar (magazine produced both in English and Arabic).
- **Cornell Hotel School** magazine: two issues
- **Cornell Engineering** magazine: three issues
- **Human Ecology** magazine: two issues
- **College of Agriculture and Life Sciences News**: two issues

Annual reports
We wrote, edited, and designed the *Cornell University Report 2006–07*, as well as annual reports for these units:
- Division of Student and Academic Services
- Cornell Information Technologies
- Cornell Cooperative Extension
- Cornell Cooperative Extension–NYC
- 4-H
- Feline Health Center
- College of Veterinary Medicine Leadership Program
- Johnson Graduate School of Management
- eCornell
- CYFAR
- Johnson School’s Roy H. Park Leadership Fellows Program

Other significant projects
We provided writing, editing, and design for several major web sites and publications, including:
- the 2007 Solar Decathlon web site
- the Johnson School’s Immersion Learning web site
- Cornell’s New Student Handbook 2008-09
- a redesigned Cornell Facts brochure
- a bridge page from www.cornell.edu featuring sustainability efforts at Cornell
Professional development

Our accomplishments during the past year:

- All P&M staff attended a mandatory Customer Service workshop facilitated by a senior trainer from Cornell’s Organizational Development Services. The two-part training session focused on feedback from P&M’s web-based customer satisfaction survey.
- One director attended the UCDA (University College Designers Association) Conference in Toronto while picking up two UCDA design awards for P&M.
- Several designers completed an advanced PhotoShop course in Syracuse. The course focused on shortcuts and how to better utilize the endless tools/filters within the application.
- One writer attended the American Marketing Association’s 2007 conference in San Diego.
- Several professional staff completed a workshop on “Effectively Presenting Your Ideas in Groups” through Cornell’s Organizational Development Services.
- One designer was invited to attended the CYFAR Conference in San Antonio, Texas, as a sign of appreciation for many years of successful design work.
- P&M hosted a webinar entitled “Writing Right for the Web,” which was opened up to communicators at Cornell and was well received and attended.
- One IT staff member attended the MacWorld Conference in San Francisco.
- One director attended the CASE (Council for Advancement and support of Education) annual conference for publications professionals in Portland, Oregon.
- An EMT/CPR instructor on staff led a CPR certification training for staff, and an officer from Environmental Health and Safety led a fire safety class on the premises.

Organizational development

Accomplishments during the past year:

- In the fall of 2007, we conducted an extensive search to replace one of our retiring editors resulting in the successful hiring of a new editor.
- With the retirement of the director and reassignment within the division of the associate director, P&M is currently operating under an interim director/art director and an editorial director. Business and financial personnel now report to the business manager.
- We filled the front-desk administrative assistant position with an editorial staff assistant, which increases our capacity to offer editorial support to clients.

Goals and Initiatives

Our plans for the next year include continued efforts to:

- Form strategic relationships with university communications directors.
- Continually monitor our cost-recovery business model. Watch trends, solicit input, and adjust the model to best comply with the communications efforts across campus.
- Be an information resource for members of the Cornell community by exploring the development of an information database, offering design templates, and repurposing material where appropriate.
- Strengthen alliances with other units within University Communications
- Push print-on-demand and web-to-print services
- Be the university’s preferred communications specialists
- Have a quality web presence
- Refocus and reorganize the office model to better serve the needs of key clientele
University Photography

Overview
University Photography’s mission is to provide content and photographic expertise for all of the university’s communications. This is done through photography assignments, stock photography, lab services, and creative consultations.

Photography assignments:
More than 1,350 assignment photo shoots this year with highlights that included:
• A ten-day photo assignment in Honduras, documenting engineering students work on water filtration systems for AguaClara.
• A ten-day photo assignment in Costa Rica with CU Winds, a humanitarian and cultural outreach trip.
• Photo coverage of world leaders and authors included visits to Cornell by the 14th Dalai Lama, retired U.S. Supreme Court Justice Sandra Day O’Connor, and novelist Salman Rushdie.
• A multi-media presentation presented on a flash drive.
• Over 300 of our stock images were used for the January 2008 New York City campaign celebration, Big Red in the Big Apple.

Stock photography/web site:
• 10,554 hits
• 51,659 hits to the RSS feed
• 6,186 new photos added this year

Lab services/production totals:
• 2,253 high-resolution files created for brochure production
• 1,423 5x7 prints
• 879 8x10 prints
• 24 11x14 prints
Highlights
Photographs continue to play a major role in all levels of communications within the division.

- The *Cornell Chronicle* continues to feature photography as an important element in its presentation with the back page usually reserved for a photo feature.
- Cornell's Office of Publications and Marketing incorporates our photographs in beautifully designed publications.
- The Office of Web Communications does a wonderful job providing guidance to the Cornell community regarding web communications and has been an advocate of high-quality photographs throughout the thousands of pages of content under its control. A wonderful example of photo use is the banner space, which is reserved for photographs. It is very rewarding working on photos that appear in the banner space of cornell.edu of special satisfaction to us are the annual senior profile series.
- We supply photos to the national media through our collaboration with the Press Relations Office in terms of assignment and stock photographs.
- The Office of Multi-Media Production and Development works in tandem with University Photography on large events and lectures; both offices are recording the events for distribution.
- The *Cornell Chronicle* uses our photographs to promote and highlight events and activities that feature the arts and humanities.
- Our role is also limited with the Office of Campus Relations. Through its Information and Referral Center, Campus Relations provides prospective students and their families Cornell publications produced through our division.

Our web site has continued to improve this past year thanks to our new web manager. The major improvements:

- A total reorganization of the category structure
- The addition of an RSS feed
- A redesign of our home page
- Memory upgrade, improved speed
- Migration of site to vendor hosting
- Major asset edit to improve relevance of photos
- A new media link for slide shows

University Photography continues to provide photographic and creative consulting to the campus. We teach faculty how to use their cameras to produce professional results during their field research. We also provide PhotoShop advice for optimizing photographs.

Goals and Initiatives
As we move into this new fiscal year, University Photography’s goals are:

- Create individual college pages in our image library, with photographs available for the free and exclusive use of each college.
- Produce more slide shows with sound, such as the two we produced this past year.
- Increase contributions in video to help the division meet its communications goals.
- Photograph Cornell students making a difference all over the world.
Campus Relations

Overview
The Office of Campus Relations encompasses two units, Campus Information and Visitor Relations and the Office of the Assemblies, under the management of a single director.

Campus Information and Visitor Relations
The mission of Campus Information and Visitor Relations (CIVR) is to serve as the primary source of information for Cornell University students, faculty, staff, and visitors. Our primary operations include:

• a campus-tour program that introduces the university to visitors and new members of our community, illustrating Cornell’s role as one of the nation’s premier institutions of undergraduate education, an international research university, and the federal land-grant institution for New York State;

• an Information and Referral Center (in the Day Hall lobby) that provides reliable, timely, and useful information about Cornell University to campus community members and visitors;

• visitor and parking information booths (staffed by our unit 60 percent of the time, in partnership with Transportation and Mail Services), which provide accurate information about parking, campus events, and other aspects of the university while welcoming visitors in a positive manner;

• a university switchboard, staffed on Mondays through Fridays from 8 a.m. to 10 p.m., and Saturdays from 8 a.m. to 5 p.m., answering calls from on-campus and off-campus callers.
Office of the Assemblies

The mission of the Office of the Assemblies is to provide administrative support to the four Cornell campus-governance assemblies—Student Assembly, Graduate and Professional Student Assembly, Employee Assembly, and University Assembly. Each assembly serves as a bridge between its constituents in the larger campus population and the university administration. The assemblies and their committees work with university administrative units to arrive at ways of improving life on campus.

The office also provides administrative support and financial-transaction processing for the Student Assembly Finance Commission and the Graduate and Professional Student Assembly Finance Commission.

Highlights

During the past year the Office of Campus Information and Visitor Relations and the Office of the Assemblies:

• arranged a variety of special tours for prominent visitors to Cornell, including distinguished alumni, elected representatives, and international delegates;
• arranged a variety of special tours for campus departments, including: staff orientation for the College of Veterinary Medicine, Law School visitors, University Admissions, multicultural visitor programs, Reunion, CALS/ILR Open House, Bring a Child to Work Day, Summer Camps, New York State Scholars Day, Bound for the Ivies, Arecibo Service Awardees, NYS Association of Admissions Counselors, LA County Sheriff’s Leadership Program, 4-H Career Explorations Conference;
• provided telephone support and referral for outreach programs and student-support services via the Information and Referral Center (254-INFO);
• provided focus-group consultation (through CIVR staff) to departments wishing to gather initial student feedback for test programs such as the student blog project, the new student information system, and parking changes;
• coordinated communication for large events, including Slope Day, Commencement, First-Year Family Weekend, Cornell Days, and the Dalai Lama visit;
• led and coordinated SCAMP (Student Communications and Mailing Project) committee including package coordination of an on-line video/DVD called Cornell Quick Tour. This video will be sent to the families of all new-to-Cornell students and will serve to provide more information on health services, personal safety, and community standards.
• provided administrative support to the University Assembly’s Codes and Judicial Committee as they deliberated over changes to the Campus Code of Conduct and supported a productive, community-driven process to propose and implement change;
• worked with the Trustee Nominating Committee to facilitate a refinement of rules; provided logistical support for the Student-Elected Trustee election and the Employee-Elected Trustee election;
• worked with the Graduate and Professional Student Assembly to assist in developing and promoting the Graduate Community Initiative, a document to support and protect undertakings that nurture a cohesive graduate community and outline a vision for improving graduate students’ quality of life;
• developed a manageable process for setting up online forums to collect public feedback on issues for any committee or assembly that needs such input, including review of the Campus Code of Conduct and formulation of new policies for GPSAFC;
• developed web sites for each assembly and committee in the assemblies system and configuration to allow storage of minutes, announcements, and membership rolls, enabling committee leaders to push information to the web site;
• facilitated a monthly Leadership Breakfast for the leaders of the assemblies, featuring guests such as Dean of Faculty Charlie Walcott, Judicial Administrator Mary Beth Grant, University Planner Mina Amundsen, Diversity Director Lynette Chappell-Williams, Vice President Carolyn Ainslie, Vice President Polley McClure, Executive Vice President Steve Golding, and University Counsel Jim Mingle.
• implemented a Faculty Host pilot program where faculty members mingled with visitors and prospective students in the Day Hall lobby as they returned from a campus tour. Faculty were especially helpful answering questions about academics, courses, and research.

Statistics
The services provided by our office over the past several years:

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<tr>
<th></th>
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<tbody>
<tr>
<td>Total tour participants</td>
<td>28,539</td>
<td>34,053</td>
<td>33,604</td>
<td>31,500</td>
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<tr>
<td>Total number of tours</td>
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<td>1,917</td>
<td>1,832</td>
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<td>Information/referral queries</td>
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<tr>
<td>Switchboard calls</td>
<td>166,269</td>
<td>146,190</td>
<td>145,962</td>
<td>145,000</td>
</tr>
</tbody>
</table>

Goals and Initiatives
Our strategic plans include:
• implement orientation programs, develop handbooks and transition planning for all assemblies to provide an overview of process and program for new members and new officers
• communicate with university unit directors about the vital role of the campus-governance and the assemblies’ committees as a resource and communication conduit for information and feedback
• implement a new interface for the University Events Calendar
• provide planning and logistics leadership for special events
• initiate discussions with campus stakeholders on development of a new program centered on providing information and referral for parents for students
• investigate the role of Campus Relations as the coordinator of communications internal to the Ithaca campus.
NYC Communications

Overview
The Office of NYC Communications is the liaison between Cornell and its audiences in New York City. The office has two distinct goals: maintaining the flow of information from NYC Cornell stakeholders to Ithaca communicators, and creating opportunities for exposure of Cornell University in New York City.

We publicize Cornell in the New York metropolitan area by providing content to the Cornell Chronicle, the events calendar on www.cornell.edu, and the Press Relations Office, and by coordinating the “Inside Cornell” and presidential media luncheon series and through various partnerships with New York City organizations.

Highlights
- We partnered closely with New York City Mayor Bloomberg’s Office of Cultural Affairs and the Bryant Park Corporation for the second year on the sixth annual Poem In Your Pocket Day.
- We coordinated the appearance of Cornell MFA students Jared Harel, Christopher Kempf and William Cordeiro, and Weill Cornell Medical College medical doctor Carlyle Miller at the Bryant Park Poetry Reading.
- We helped produce and distribute 1,000 Cornell student poetry and art books created for Poem In Your Pocket Day.
- We collaborated with New York’s Food and Finance High School to provide Cornell poetry books and alumni poetry readings.
- We helped create and distribute a video in New York City of Cornell MFA students reading their poems.
- We helped foster New York City and international media coverage of Cornell in New York City.
- We coordinated press and Cornell Chronicle coverage for New York City events and programs.
- We produced three “Inside Cornell” media luncheons featuring Communications Professor Jeff Hancock, director of the Cornell Research Program on Self-Injurious Behaviors Janis Whitlock, and Human Ecology Professor Valerie Reyna. Cornell Close-Up videos were created of the speakers for the invitations. Attendees included representatives from Teen Vogue, Cookie Magazine, Vanity Fair, ABC News, CBS Radio, Working Mother, Woman’s Day, NPR, Psychology Today, Ladies Home Journal, New York Times, and “NewsHour with Jim Lehrer” NPR, ABC News, and the New York Times carried direct media coverage of speakers. The ABC News feature was picked up and carried by half of the monitor-equipped taxicabs in New York City. The Today Show is currently working on a spot with Jeff Hancock.
- Our office partnered with colleagues in Cornell’s Alumni Affairs and Development to cultivate New York City content for the Big Red in the Big Apple campaign event.
- We collaborated with the Press Relations Office to produce the first presidential media luncheon. President David Skorton was joined by NYU President John Sexton to discuss the current climate in higher education and endowment. Media attendees included the New York Times, Newsweek, Newsday, and Business Week.
- We booked Philson Warner, Keith Schwab, and Roald Hoffman at the 92nd St Y.
- A monthly land-grant issue of the *Cornell Chronicle* is now distributed to more than 300 New York City offices (including those of cultural organizations, elected officials, government agencies, not-for-profit organizations).
- We produced a New York City radio pilot (Cornell Close-Up).
- We created a speaker library for Cornell events as well as New York City speaking opportunities.
- We created an intercampus collaboration web site www.cornell.edu/visiting/nyc/intercampusCollab.cfm.
- We coordinated a visit to the Herbert F. Johnson Museum of Art by Rubin Museum curators.
- A new format of the *Cornell Chronicle* “CU in the City” column allows for a weekly presence in the newspaper.

### Goals and Initiatives
- As of June 2008, NYC Communications will include Sabina Lee from the Press Relations Office.
- We plan to continue to raise Cornell’s profile in New York City by promoting the university’s people and programs in the media, with the public, and among Cornellians.
- We will provide a continued base of operations in New York City for the coordination of event-oriented, promotional, and media relations efforts in the city generated by and for Cornell people and programs (both in Ithaca and in New York City).
- We will coordinate and further develop print and broadcast media opportunities for Cornell administrators, faculty, students, and other experts in or visiting New York City, while providing assistance and coordination for media relations efforts developed by Cornell’s communications offices (including University Communications).
- We will further identify opportunities for cultivating relationships with key institutions in New York City. We will identify Cornell (Ithaca and NYC-based) programs and/or speakers that are transferable to those institutions, and package, market, and promote those opportunities.
- We will establish closer ties and better coordination with Weill Cornell Medical College’s public relations and other promotional efforts.

### Goals and Initiatives
Our plans include:
- Work with One Day University to include Cornell faculty.
- Work with World Science Festival to include Cornell faculty.
- Produce two new luncheons per year to feature President Skorton and select members of the New York City media.
- Continue cultivating relationships with museum and cultural institutions in New York City.
- Book Tommy Bruce, vice president for University Communications, as New York City speaker.
- Launch Cornell Close-Up Radio Show.
- Continue to provide copy for “CU in the City” (*Cornell Chronicle*).
- Continue and increase New York City story assignments to *Chronicle* freelancer(s).
- Continue and refine “Inside Cornell.”
Strategic Communications

Overview

Emergency preparedness is a university-wide priority. In the wake of Hurricane Katrina, which inundated several Louisiana campuses, and a governor’s report on Virginia Tech’s response to mass shootings in 2007, Cornell officials reviewed and strengthened all aspects of the university’s emergency readiness.

University Communications plays a vital role in Cornell’s emergency response and preparedness. Communications is one of the university’s central essential service functions during emergencies. Division professionals are called to react in the first minutes of a crisis. On an ongoing basis, University Communications directors and staff team up with Risk Management and Public Safety, the Office of Emergency Planning and Recovery, and Cornell Information Technologies in developing communications tools and conducting a continuous public information campaign to educate the community about emergency planning and response.

Highlights

The common focus is on multilevel preparedness. During the past year, the university has made significant progress in a number of areas, including:

- **Emergency messaging**: Strategic Communications conducted a recruitment campaign throughout the fall and spring semesters to encourage students, faculty and staff to enroll in the new campus text and voice messaging system. Through stories in the *Cornell Chronicle*, news articles, web postings, and campus-wide e-mails, the campus community was informed not only how to subscribe, but alerted in advance to several tests of the system. Follow-up articles informing the campus about the test results were also important and helped to educate the public about the capabilities and limitations of the system. Today,
Cornell has one of the highest emergency messaging system enrollments in the country.

- **New siren/public address system:** Another public information campaign was undertaken during the spring semester to announce the installation of sirens in four locations across campus and subsequent tests. An ongoing education campaign will be conducted to inform people about various siren signals and what to do in response.

- **Pandemic influenza planning:** Experts at the World Health Organization (WHO) and Centers for Disease Control and Prevention (CDC) warn that the potential for a global flu pandemic is very high. In fact, they say that a pandemic occurrence is not a matter of “if” but of “when.” Cornell has embarked on a continuous public information campaign to inform the campus community and public about the pandemic influenza threat and the university’s plan to prepare for, respond to, and recover from a pandemic. University Communications staff serve on a steering committee and working group made up of representatives from across campus, including faculty and health care providers, to prepare a comprehensive set of planning guidelines to direct the university’s response to a pandemic in the United States. The pandemic plan is being introduced to the campus community beginning this summer, with a major education effort planned for the Fall 2008 semester.

- **Emergency communications plan:** As part of the university’s comprehensive emergency planning, every unit on campus must prepare an emergency plan specific to its operation. Because University Communications provides an essential service role, the division also has an emergency communications plan that defines the units’ roles and responsibilities during an emergency.

- **Personal preparedness:** There is an ongoing campaign to educate members of the campus community about their individual roles in preparing themselves and their families for emergencies. The Cornell Chronicle ran articles about personal emergency planning, inclement weather planning and emergency planning for international travel.

- **Mass casualty unit:** Strategic Communications worked with the Press Relations Office and Cornell Chronicle to announce the university’s acquisition of a specialized mass casualty incident unit that will allow emergency medical personnel to immediately provide medical care for up to 100 people in the event of a disaster such as a bus crash or an incident occurring at a large gathering like a sports event.

### Goals and Initiatives

Emergency communications are a never-ending process. As the university adopts new policies, procedures and technologies for crisis response, and as new threats arise, the Cornell community must be prepared to respond effectively and return to normal operations as soon as possible.
Public Affairs

Overview
The Office of Public Affairs was established late summer 2007 to coordinate University Communications resources around the university’s most critical initiatives in order to bring the highest possible profiles to these efforts. Public Affairs act as a liaison to the colleges, schools, and the university administration and their respective communications directors. By coordinating internally and externally with the colleges, units, and schools, Public Affairs is able to leverage the potential resources and raise awareness of Cornell. The Public Affairs Office oversees the activities of the Press Office, the Cornell Chronicle, Multi-Media Production and Development, and Web Communications within University Communications. Together these units coordinate and implement action plans for major activities, events, and special projects.

Highlights
- Unit established. Tracy Vosburgh named director August 2007.
- Associate director position added February 2008.
- A project database for electronically integrating each unit’s involvement in a project is in development.
- New relationships were built across campus and existing ones strengthened.
- Paris dedication of the Cornell Center for Documentation on American Law.
- Dalai Lama visit. Public Affairs took a lead role in facilitating the activities surrounding the Dalai Lama’s visit.
- Big Red in the Big Apple campaign event in New York City. The Office of Public Affairs is working closely with Alumni Affairs and Development to support the efforts of Far Above… the Campaign for Cornell. The office played a key role in the New York City celebration.
- A special invitation was extended to Jeff Nesbit, director of the Office of Legislative and Public Affairs for the National Science Foundation (NSF) to visit Cornell to learn more about Cornell’s research and science communications efforts and to strengthen the relationship between the two institutions. His visit coincided with the Science Communication Symposium held in May 2008.
- A new radio program, “Sunday Forum” hosted by Tommy Bruce, premiered in May 2008 to help raise awareness of Cornell and its activities of special interest to the residents of New York State.
- “East Hill Notes” hosted by Gary Stewart, a Time Warner public access TV program, was launched to showcase Cornell and create a forum for community discussion on topics of interest.

Goals and Initiatives
- Within the next year, grow the unit to include a total of four Public Affairs officers.
- Create a web presence that clearly defines the unit and the Public Affairs contacts.
- Refine the Public Affairs database to better serve all the needs of the division. This will include the development of new databases for some of the division units, upgrading others, and setting up all communications directors across campus with access to the database.
- Develop comprehensive strategic plans on a greater scale.
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