

**RESPONSES TO QUESTIONS FROM CBAA DUES SUB-COMMITTEE REPORT
(7/24/12)**

Answers were received from Tim Mahar, Senior Director of Affinity and Regional Programs and Yve-Car Momperouse, Director of Diversity Programs

1. Why classes are encouraged to collect dues, but affinity groups are discouraged from doing the same?

In the near future, classes will also be encouraged to join the Participation Model and will no longer collect dues.

**Revised answer as of 9/6/12 from Chris Marshall, Associate Vice President, Alumni Affairs: We will continue to collect class dues for the foreseeable future. After a recent analysis, it would cost the university 1.3 million to support the classes under the participation model. We are currently unable to support that amount. We would also lose the ability to fund the Alumni Magazine without the payment of class dues. We are able to support the affinity groups under the participation model.*

2. What is the effect on overall Alumni Affairs support?

Alumni Affairs will continue to provide administrative support to all alumni groups whether or not they join the Participation Model. The only difference is the funding provided to those who choose to join the Model.

3. How is the calculation determined and what opportunities exist for a review of the formula if the amount fluctuates over time?

*ALUMNI
ENGAGEMENT INDEX = $\frac{\text{unique alumni in region who [participate + volunteer + donate]}}{\text{total \# mailable alumni in given region}}$*

4. If all self-identifying alumni are considered members, what mechanism would be used to remove those who may be listed as Black but have no interest in being affiliated?

There is an option for individuals to “opt out” of receiving correspondence at the bottom of all emails sent regarding notices from the alumni group.

5. What assurance is there that CU can fund all planned budget items year after year?

Each club will be asked to submit a Regional Club Annual Plan by the start of the new fiscal year in July outlining the known annual events and/or meetings the club produces. Your staff liaison will review each plan with the club leadership and discuss requested subsidies. A separate university budget is created for the sole purpose of supporting groups in the Participating Model based on the Annual Plans submitted by each group.

6. If organizations rely on the model, how strong will the fiduciary responsibility to the club and current members be? Would officers that collect dues (and have personal contact with members at events) feel a greater sense of responsibility to expend funds wisely than those that receive lump sums from Cornell?

Not all events sponsored by a group need to be free of charge. Members can feel a sense of responsibility by paying a fee for a particular event or providing donations to a group sponsored initiative.

7. What happens to member discounts offered at events? For example, CBAA Reunion attendees have come to expect a lower price for members and it also encourages membership.

It is up to the group to determine how to handle discounts for its membership. One example could be to provide a discount to all Life-time members.

8. Should Life and Annual members be expected to pay full price when they have provided funds to sponsor current activities.

It is up to the group to determine how to handle pricing structure for activities.

9. Is there a summary of pros and cons as experienced by clubs using the participation model available?

There is no summary available, but groups can feel free to contact other organizations to discuss the pros and cons of the Model.

10. Is the Model better suited to organizations that are not well organized and have never successful in soliciting dues and donations?

The Participation Model is the university's initiative to support clubs/associations in the shared goal of increasing alumni engagement. It can benefit all groups regardless of organization challenges or past successes. Additional support that will benefit all groups includes but is not limited to:

- *Insurance for alumni organizations*
- *Tax Exemption through Cornell University*
- *Communications support (email marketing, data analysis and management)*
- *Tracking and coding of event attendees*

11. Are classes still being encouraged to collect dues? Are classes participating in the model? The Cornell website still shows dues being collected by classes.

In the near future, classes will also be encouraged to join the Participation Model and will no longer collect dues.

12. Is the Model intended to end the independence of and distinction among minority organizations in an effort to merge all minorities into one "Mosaic Organization?"

No. Mosaic is an independent organization whose mission is to help alumni of color and LGBT make the most of their Cornell connections and have a voice in the university's direction. Mosaic's goal is to strengthen the affinity groups, not to replace them.

- 13.** If CBAA does not collect dues (and continue to have line entries for scholarship & AS&RC donations), will donations by CBAA members be counted with each person's class instead-- the current structure of the Cornell gift site?

No. Donors can earmark their donations however they choose. Donations are not connected to class dues.

- 14.** In times past, Cornell Alumni Federation charged each club \$1 annually per member for participation on that body and eligibility for grants. How are such funds to be paid if organizations do not collect dues?

The Cornell Alumni Association (CAA) (formerly the "Federation"), no longer collects dues for membership. CAA is part of the Participation Model.

- 15.** How will "member" numbers be determined?

It is up to the group to determine how they define membership under the Participation model.

- 16.** If CBAA doesn't send a fall membership mailing, is it reasonable to expect that self-identified Black alumni, who have not donated with their class in the past, will now do so through their class?

The Participation Model and Class Dues are two separate entities. Eventually classes will no longer collect dues and will join the Participation Model.

- 17.** Are the small dues amounts preventing people from contributing to Cornell?

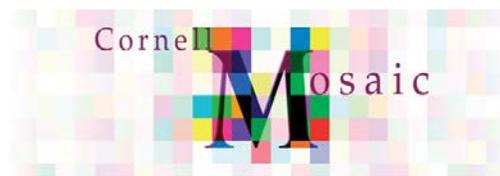
One of the factors in the decision to move to a Participation Model from a dues-collecting membership model for Cornell Clubs is the confusion and dissatisfaction among alumni regarding the relationship of club membership dues with Annual Fund gifts, class dues, and other affinity group dues.

- 18.** Can Life dues still be collected under the Model?

You will no longer be able to collect dues, but you can collect donations.

- 19.** If dues payments are processed primarily in Ithaca, how burdensome is it for CBAA to handle the few dues received at events?

One of the factors in the decision to move to a Participation Model from a dues-collecting membership model for Cornell Clubs is the disproportionate time and energy expense to solicit, collect, and track dues payments as it relates to the annual revenue from dues.



[Mosaic Participation Model FAQ](#)

1. What is the Participation Model for clubs and associations?

The Participation Model is the university's initiative to support clubs/associations in the shared goal of increasing alumni engagement. As an alternative to dues, clubs/associations will request subsidies to cover annually incurred expenses by submitting an annual plan and budget.

2. Under the new model, how would membership in diversity associations be determined?

The participation model seeks to be inclusive. All self-identifying alumni would be considered a member of the association.

3. What is the best governance structure for clubs/associations under the Participation Model?

Each club/association will need to come up with a resolution that is tailored (*i.e. voting on a new quorum percentage or number for meetings*).

4. What amount of annual support would be available for clubs/associations?

The support available is determined by the plan submitted by the alumni organization. We encourage groups to plan break even events and decide which events should be sponsored by the organization. As alumni organizations it is important to make every effort to break even and be a good steward of the university's resources.

5. Are there additional benefits to clubs/association Participation Model?

Yes. Additional support includes but is not limited to:

- Insurance for alumni organizations
- Tax Exemption through Cornell University
- Communications support (email marketing, data analysis and management)
- Tracking and coding of event attendees

6. Are there events club/organization would be prohibited from doing under the Participation model?

The university's support in this model is based on the planning document submitted by the club. While there are events considered high risk that are not supported, such as rock climbing or booze cruises, the university does not prohibit events.

7. Which Alumni organizations have decided to be part of the Participation Model? Can we speak to organizations that have decided to adopt or decline the participation model?

Of the 60 active domestic clubs, almost 50 of them are in the participation model. Please contact your staff liaison, Yve-Car Momperousse, Director of Diversity Alumni Programs to receive this information.

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8. Are clubs/organizations still able to fundraise as an association/club?

Yes. Clubs and organizations will have more time to concentrate on their fundraising priorities vs. spending administrative time organizing dues.

9. Can an organization/club try the participation model and opt out if they so choose to?

Yes.

10. Are we able to keep our own 501c3 tax status if we are part of the participating model?

Yes. The club or association is responsible for filings and maintenance of tax documents.