<table>
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<th>Year</th>
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<td><strong>CACI Cornell Alumni Leadership Conference January 17-19, 2014</strong></td>
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<td>2 Classes/27</td>
<td><strong>Visit CACO website: alumni.cornell.edu/caco</strong></td>
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### Year 1 Classes/3
- **Affinity:**
- **Communications:**
  - Decide how often and how you will communicate with your officers and classmates.
  - Evaluate the percentage of classes with e-mail addresses vs. mailing addresses.
- **Fundraising:**
  - New Annual Fund reps and class presidents: meet in person with their Cornell Annual Fund staff contact at CACI and review their membership plan.
  - Encourage class members to support Cornell with an annual gift through class mailings and the class website.

### Year 2 Classes/27
- **Affinity:**
- **Communications:**
  - Decide how often and how you will communicate with your officers and classmates.
- **Fundraising:**
  - Review the past history of the class, included Cornell’s Annual Fund Process, and make available to all class members.

### Year 3 Classes/16
- **Affinity:**
- **Communications:**
  - Continue to communicate with your officers and classmates. Evaluate the percentage of classes with e-mail addresses vs. mailing addresses. Explore e-newsletters, Facebook, LinkedIn, and other social media.
  - Have an officer trained in using Cornell’s email system for broad communications and registrations.

### Year 4 Classes/0/5
- **Affinity:**
- **Communications:**
  - Continue to communicate with your officers and classmates. Evaluate the percentage of classes with e-mail addresses vs. mailing addresses.
  - Explore e-newsletters, Facebook, LinkedIn, and other social media.

### Year 5 Classes/4/9
- **Affinity:**
- **Communications:**
  - Continue your networking plan. Outreach begins in earnest.
  - End a communication to classmates encouraging them to attend your upcoming class reunion via postcards, e-postcards, social media sites, and in-class communications.
  - Reunion communications has a strategic mailing schedule.

### Leadership Initiatives
- **Membership:**
  - Define class council roles and structure.
  - Encourage class officers to support Cornell with an annual gift through class mailings and the class website.
  - Encourage class members to be active in the Cornell Alumni Leadership Council (CALC).

### Bad Address
- **Membership:**
  - Classes should be submitting their entire membership plan for the year 2.1F. First mailings should go in the mail by 3.11, with 3.30 follow-up mailings scheduled thereafter.
  - Encourage class officers to look for classmate addresses and mailing addresses vs. mailing addresses.
  - Contact Class Programs representative for more information.

### Visit CACO website: alumni.cornell.edu/caco
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