

Johnson
Cornell
SC Johnson College of Business

Johnson Student Council Chair Elections Information

Fall 2020



JOHNSON SCHOOL STUDENT COUNCIL – FALL 2020



Varun Ramadurai
Co-Chair



Marisa Werner
Co-Chair



Lauren Turner
Alumni Affairs



Jessica Bryson
CMC



Joyelle Fleming
Cohort



Stefy Smith
Community



Vipin Bansal
Faculty



Matt Schoeffler
Finance & Operations



Brendan McGrath
Health & Wellness



Esha Vaish
International



Emma Moriarty
Joint Ventures



Maria Castex
Marketing &
Communications



Sophie Hong
One-Year



Diana Lin
One-Year



Marc Vainrib
One-Year



Chris Ostrander
Social



Nic Brickley
Technology & Facilities

What does Student Council do?

As the elected representatives of the student body, the SC serves as the central link between Johnson student body, faculty, and administration. The SC's purpose is to:

- support and communicate the vision of Johnson;
- promote welfare and preserve the integrity of Johnson;
- lead initiatives for change on behalf of Johnson students;
- serve as the umbrella organization for all Johnson clubs; and,
- represent Johnson student body in matters of academic and non-academic concern.

The SC works with the student body, faculty, and staff to address items facing the entire school, both short-term and long-term.

Class of 2021 Student Council Vision

We believe Student Council serves to improve Johnson by providing direction and implementing change.

We have organized efforts around three main themes:

- **Student Well-Being** (facilities, academics, health and wellness)
- **Student Experience** (social events & community building through the cohort system)
- **External Experience** (career management, alumni/external affairs, branding)

Events and Initiatives

- Mock Corporate Briefing
- Wellness Week
- Johnson Night Out & Dine Around
- Football 101
- Health & Wellness Week
- Johnson Ask Me Anything (JAMAs)
- Exchange Student Buddy Program
- Title-Town
- Last Lectures
- Core Faculty Awards
- Professional Club Board
- Diversity Council
- Class Giving Campaign

Student Council role commonalities

- ▶ Attend weekly meetings, date and time to be set by Co-Chairs. Currently, weekly meetings take place on **Mondays, 7:30 – 8:30 AM**
- ▶ Abide by the established by-laws
- ▶ Attend a day-long retreat and transition session in January, to be scheduled by Co-Chairs
- ▶ Commit to attending weekly SC meetings once elected (pre-term) and mentoring her/his successor through transition (post-term)

Co-Chairs



Role Requirements/Responsibilities

- Act as the primary representative of the SC to the student body and administration
- Serve as liaison between student body and administration; meet bi-weekly with Dean Pascarella, Amanda Shaw and Ingrid and ad-hoc as issues arise
- Schedule, organize, and lead all SC meetings, including two retreats; set agendas, facilitate meetings
- Shape and execute the direction of the SC; create the vision, mission, and goals of the council
- Provide other SC members with support as needed and ensure initiatives are moving forward
- Show support for the Johnson community, student organizations and initiatives
- Field student body and administration concerns; direct issues to appropriate channels
- Run the student council elections; one for AMBA representatives and one for larger council

Desired Skills

- Communication and responsiveness
- Transparency
- Open to feedback
- Organization – project and time management
- Discretion
- Passion and enthusiasm
- Empathetic and close listening
- Coaching/Mediation

Co-Chairs

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|---|--|--|
| <ul style="list-style-type: none"> • Form empathic relationships within the Johnson community • Solicit feedback, questions and concerns from a diverse set of perspectives; decide upon actionable items • Develop tactics and timelines as part of vision/mission/goals • Facilitate/delegate • Divide operational and logistical responsibilities • Remain abreast of issues within the Johnson community • Be resilient to criticism; you cannot please everyone | <ul style="list-style-type: none"> • Administration (Deans Nelson and Pascarella, Amanda Shaw, Ingrid Jenson, and Kathryn Kvasnica) • Student Body • Club leadership • Admissions, Alumni Affairs, CMC, ODI, Marketing, Student Activities Office • SCJ College of Business Admin | <ul style="list-style-type: none"> • Student Council Retreat (Jan, Sept) • Student Council Elections (Sept, Oct) • Homecoming (Oct) • Heavily involved in all other Student Council events |

| Previous Officers | | |
|-------------------|----------------------------|--------------------|
| Class of 2021 | Marisa Werner (Co-Chair) | maw393@cornell.edu |
| Class of 2021 | Varun Ramadurai (Co-Chair) | vr348@cornell.edu |

| Time Commitment Range Combined (Hours/week) | |
|---|--------------------|
| Normal Activities: | Ad-hoc Activities: |
| 8-12 | 6-8 |

Alumni Affairs Chair



| Role Requirements/Responsibilities | Desired Skills |
|--|---|
| <ul style="list-style-type: none"> • Represent the two-year residential Johnson student body on Johnson's Advisory Council • Lead class giving campaign as the Class Agent for the residential class of 2021 through May 2021 and extending for five years post-graduation • Help Facilitate other major events including Make it Count Campaign, Last Lectures, and Social Impact Fund Raising • Educate the student body on the engagement and activities of the Council • Understand school's most salient issues and communicate those to the Council • Attend and actively participate in all Advisory Council off-campus meetings & sub-committee calls • 5 year commitment to give back to the school and class year | <ul style="list-style-type: none"> • Excellent executive presence, interpersonal, and presentation skills • Ability to organize and execute events • Ability to keep discussions confidential • Ability to influence and lead peers • Genuine passion for giving back to Johnson |

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|---|--|--|
| <ul style="list-style-type: none"> • Active involvement in SC programming essential for success in role • Network and share best practices with AC student liaisons from other Johnson programs | <ul style="list-style-type: none"> • Alumni Affairs: Kasi Dean • Student Activities office | <ul style="list-style-type: none"> • Fall 2020-April 2021: Plan and execute class giving campaign (<i>note that this extends beyond your SC term</i>) |

| Previous Officers | | |
|-------------------|---------------|-------------------|
| Class of 2021 | Lauren Turner | ljt63@cornell.edu |

| Time Commitment Range (Hours/week) | |
|------------------------------------|--------------------------------|
| Normal Activities: | Ad-hoc Activities/Busy Season: |
| 3-5 | 10-15 |



CMC Chair

| Role Requirements/Responsibilities | Desired Skills |
|---|--|
| <ul style="list-style-type: none"> • Meet with the Director of the Career Management Center regarding student recruiting needs • Plan and execute Johnson's annual Mock Corporate Briefing (MCB) for incoming first-year students • Coordinate and chair the Professional Club Board (PCB) monthly meetings • Serve as the primary point-of-contact for administration and students regarding on-campus recruiting information • Facilitate collaboration between professional clubs | <ul style="list-style-type: none"> • Strong interpersonal and leadership skills • Ability to influence peers • Self motivated and driven • Ability to prioritize • Proactive, approachable, friendly • Passion to helping others • Strong organizational skills |

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|--|--|---|
| <ul style="list-style-type: none"> • Consider recording professional club skits for the MCB, even in an in-person environment for improved quality • Include Student Council International Chair and Community Chair in PCB meetings to promote inclusive professional club recruiting practices • Consistently hold PCB meetings on a monthly basis • Encourage cross-club collaboration and event planning | <ul style="list-style-type: none"> • Johnson student body • Career management center • Professional club boards | <ul style="list-style-type: none"> • Mock Corporate Briefing • Monthly PCB meetings • Weekly meetings with the CMC |

| Previous Officers | | |
|-------------------|----------------|--------------------|
| Class of 2021 | Jessica Bryson | jb2579@cornell.edu |

| Time Commitment Range (Hours/week) | |
|---------------------------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
| 5-6 | 4-7 |

Cohort Chair



| Role Requirements/Responsibilities | Desired Skills |
|--|---|
| <ul style="list-style-type: none"> • All school events including – Dine Around, Ezra Games, Can Drive • Regularly meet with Cohort Captains • House all cohort communications and ensure cohorts are achieving strategic goals • Organize alternative social events • Manage and execute cohort dues collection | <ul style="list-style-type: none"> • Organized and detail oriented • Execution skills • Involved in broad set of communities at Johnson • Project and people management skills • Strong verbal and written communications skills • Creativity |

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|--|--|---|
| <ul style="list-style-type: none"> • Manage your time and stakeholders. Delegate as appropriate • Identify and target less involved communities • Solicit feedback from a diverse set of perspectives/less vocal students • Plan ahead as much as possible, and get aligned on fall and spring calendars with administration months before the semester starts • Get creative with what events to host and consider multiple perspectives | <ul style="list-style-type: none"> • Student Council • Cohort Captains • Rhonda and Student Activities Office • Student Body | <ul style="list-style-type: none"> • Ezra Games • Dine Arouns • Cohort Captain Election • Cohort Winner Celebration |

| Previous Officers | | |
|-------------------|-----------------|--------------------|
| Class of 2021 | Joyelle Fleming | jjf276@cornell.edu |
| Class of 2020 | Kelcie Lee | kgl54@cornell.edu |

| Time Commitment Range (Hours/week) | |
|------------------------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
| 3-6 | 2-3 |



Community and Belonging Chair

Role Requirements/Responsibilities

- Head Diversity Council and hold meetings
- Organize Ally Week
- Collaborate with the CMC to promote and standardize diversity recruiting
- Attend/Participate in PCB meetings

Desired Skills

- Entrepreneurial spirit
- Empathy
- Patience
- Creativity
- Well-connected in community
- Involved in broad set of communities at Johnson

Lessons Learned/Other Notes

- Form listening and empowering relationships with key stakeholders in the Johnson community
- Solicit feedback from a diverse set of perspectives/less vocal students; create deliverables from insights
- Facilitate/delegate
- Be prepared to create ad-hoc events and deliverables as needed by the team, your role is inherently entrepreneurial

Stakeholders

- Dean Nelson
- Dean Pascarella
- ODI
- Diversity Council
- CMC

Key Calendar Events

- Weekly Diversity Council meetings
- Ally Week (usually in Spring)
- Diversity Recruiting (throughout the year)

Previous Officers

| | | |
|---------------|----------------|--------------------|
| Class of 2021 | Stefanie Smith | sps273@cornell.edu |
|---------------|----------------|--------------------|

Time Commitment Range (Hours/week)

| | |
|--------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
|--------------------|--------------------|

5-7

4-20

Faculty Chair



| Role Requirements/Responsibilities | Desired Skills |
|---|---|
| <ul style="list-style-type: none"> • Represent student interests to admin / faculty and vice-versa • Help plan and facilitate Last Lectures • Plan and manage Core Faculty Award selection process • Collaborate with Student Council to plan Johnson Night Out • Help students navigate curriculum planning resources | <ul style="list-style-type: none"> • Ability to engage with all members of Johnson community • Determination and tact • Critical thinking skills; willingness to consider alternate points of view • Discretion |

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|---|--|---|
| <ul style="list-style-type: none"> • Set up 1-1's with the administration team early • Much of the position is thoughtfully responding to student feedback / requests; be flexible • Proactively reach out to the office of the Associate Dean for Academic Affairs to stay in the loop regarding faculty meetings • Coordinate with admin/activities office re: timing / process for Johnson wide events | <ul style="list-style-type: none"> • Students • Faculty • Administration (Dean Pascarella & Ingrid Jensen) • Registrar • Rhonda and Student Activities Office | <ul style="list-style-type: none"> • Last Lectures • Johnson Night Out • Faculty Dine Around |

| Previous Officers | | |
|-------------------|--------------|-------------------|
| Class of 2021 | Vipin Bansal | vb294@cornell.edu |

| Time Commitment Range (Hours/week) | |
|------------------------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
| 3-5 | 2-4 |

Finance & Operations Chair



| Role Requirements/Responsibilities | Desired Skills |
|--|--|
| <ul style="list-style-type: none"> • Manage Student Budget Committee (SBC) funds and Title-Town funds • Apply for funds from the GPSAFC for Student Council • Appoint three-member Student Budget Committee and preside over the SBC funding allocation process as Chair • Analyze and maintain an accurate record of SBC and Title-Town funds • Coordinate with Student Activities Office on funding decisions, documentation and execution • Assist clubs with application process for GPSAFC, SBC and Title-Town funding • Serve as a Johnson representative to the Graduate & Professional Student Assembly and appoint the three other Johnson representatives | <ul style="list-style-type: none"> • Comfortable making tough decisions affecting classmates • High degree of organization • Proactive mindset • Integrity and strong moral compass • Comfortable working with Student Activities and administration on a regular basis |

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|--|--|--|
| <ul style="list-style-type: none"> • Start planning early! • Create a process for yourself and stick to it • Be proactive and model planned expenditures • In normal times, the goal for Title-Town and SBC is to have \$0 at the end of the year • Continuous education of your classmates is a key part of this role • Push for tier increases for clubs at the GPSAFC in August | <ul style="list-style-type: none"> • Rhonda, Rhonda and Rhonda • Student Activities office • GPSA and GPSAFC • Student Council • Club Leadership • Student Budget Committee • Title-Town Committee • Students applying for funding | <ul style="list-style-type: none"> • GPSAFC funding deadlines • GPSAFC meetings • GPSA bi-weekly meetings • Student Activities Club Leadership Information Sessions • Ad-hoc funding requests and questions from classmates |

| Previous Officers | | |
|-------------------|-----------------|--------------------|
| Class of 2021 | Matt Schoeffler | ms3556@cornell.edu |

| Time Commitment Range (Hours/week) | |
|------------------------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
| 6-8 | 5+ |

Health & Wellness Chair



| Role Requirements/Responsibilities | Desired Skills |
|---|--|
| <ul style="list-style-type: none"> Plan and Lead Wellness Week Organize and facilitate other health and/or wellness events or activities at Johnson throughout the year – collaboration with other clubs on wellness projects and initiatives is key Communicate planned activities and other initiatives at Cornell with Johnson student body Create and provide promotional materials regarding health and wellness to Johnson student body | <ul style="list-style-type: none"> Communication & responsiveness Program Mgmt Skills Creativity Organization Initiative Passion & enthusiasm Inclusiveness |

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|--|--|---|
| <ul style="list-style-type: none"> A lot of room for creating new programming Ability to shape role Include others who are interested in health & wellness initiatives – make committees of interested individuals for larger projects Ample room to promote stress management with student services Facilitate informal events Need to be proactive in the virtual environment finding out what resources students need | <ul style="list-style-type: none"> Student Services Student Activities ODI Club Chairs Cornell Fitness Centers Gannett Health Services | <ul style="list-style-type: none"> Wellness Week (Fall) Gratitude Week (Spring) |

| Previous Officers | | |
|-------------------|-----------------|--|
| Class of 2021 | Brendan McGrath | bbm54@cornell.edu |

| Time Commitment Range (Hours/week) | |
|------------------------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
| 2-4 | 3-4 |

International Chair



Role Requirements/Responsibilities

- Address general issues faced by International Students
- Promote integration of Exchange and International students
- Develop events to promote diversity, inclusion, and international culture at Johnson
 - Ex: International Buddy System Football 101
- Serve as a liaison with CMC / Student Services
- Liaison with Admissions / International Business Associations

Desired Skills

- Good listener, facilitator
- Communication
- Project Manager
- Detail-oriented

Lessons Learned/Other Notes

- Carries out the Exchange Buddy Program

Stakeholders

- International Students
- Exchange Students
- Kathryn Kvasnica
- CMC (Annie Marra)
- Prospective/Admitted International students

Key Calendar Events

- Pre-Term

Previous Officers

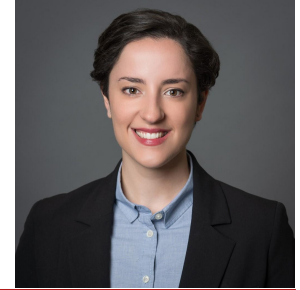
| | | |
|---------------|------------|-------------------|
| Class of 2021 | Esha Vaish | ev245@cornell.edu |
|---------------|------------|-------------------|

Time Commitment Range (Hours/week)

| | |
|--------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
|--------------------|--------------------|

3-4

1-3



Marketing & Communications Chair

Role Requirements/Responsibilities

- Manage all Student Council communications (plan, draft, edit)
- SC Weekly Newsletter: curate content for & create weekly (every Sunday)
- SC weekly meetings: manage minutes
- Work with Social, Club and other Chairs to manage SC calendar of events
- Update SC website

Desired Skills

- Written communication skills
- Detail-oriented
- Organized
- Moderate proficiency with digital platforms (email marketing, social media)

Lessons Learned/Other Notes

- Consider the big picture communication issues you want to impact
- Pick one or two initiatives for the semester to work on and implement
- Opportunity areas: communication platforms (CampusGroups, JConnect), social media at Johnson, SC website

Stakeholders

- All Student Council chairs
- Deans, Administration, Staff
- Rhonda and Student Activities Office
- All Club Leadership

Key Calendar Events

- Ongoing

Previous Officers

| | | |
|---------------|--------------|--------------------|
| Class of 2021 | Maria Castex | mlc366@cornell.edu |
|---------------|--------------|--------------------|

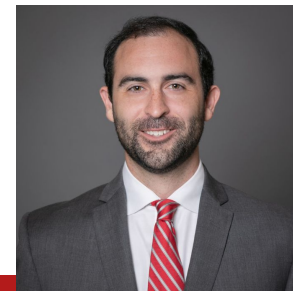
Time Commitment Range (Hours/week)

| | |
|--------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
|--------------------|--------------------|

3-5

1-2

Social Chair



Role Requirements/Responsibilities

- Plan, coordinate, execute social events for the Johnson Student Body
- Work with Administration (Dean, Student Activities office) for calendar dates, venue selection operational coordination of events etc.
- Work with Finance & Operations Chair for budgeting and work Student Council for consulting
- Stay sober at and manage all events hosted by the Social Committee

Desired Skills

- Project Mgmt (Organization and long-term planning)
- Inclusiveness
- Communication Skills
- Creativity
- Resourcefulness
- Committee Leadership

Lessons Learned/Other Notes

- Plan ahead as dates become an issue, lead times are lengthy
- Take initiative and implement events on your own

Stakeholders

- Student Services
- Local Ithaca venues, caterers, and other resources
- Student Council

Key Calendar Events

- Halloween (Oct)
- Winter Formal (Dec)
- St. Patrick's Day (March)
- Spring Formal/ Farewell Party (May)

Previous Officers

| | | |
|---------------|-----------------|-------------------|
| Class of 2021 | Chris Ostrander | cwo26@cornell.edu |
|---------------|-----------------|-------------------|

Time Commitment Range (Hours/week)

| | |
|--------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
|--------------------|--------------------|

5-10

4-6

Technology & Facilities Chair



| Role Requirements/Responsibilities | Desired Skills |
|---|--|
| <ul style="list-style-type: none"> Assess student satisfaction with facilities & technology in Sage Hall and Breazzano Facilitate resolution of one-off issues and execute low-cost opportunities for improvement; be accessible and visible to provide outlet for student concerns Advocate student opinions to administration for long-term projects and budgeting Execute various initiatives related to space use, access, libraries, dining, transportation, and other physical elements of the student experience Manage the Slack | <ul style="list-style-type: none"> Ability to assess and prioritize needs High empathy and skill at working with a variety of stakeholders Responsiveness to frequent inquiries Clear communication of initiatives Ability to track short-term needs alongside long-term projects |

| Lessons Learned/Other Notes | Stakeholders | Key Calendar Events |
|---|---|---|
| <ul style="list-style-type: none"> Most visible element of student experience, so expect frequent and strong feedback! Big impact of small “wins” on student happiness Empower classmates to control their environment Need to work within constraints (staffing, budget, 24/7 use, public space) while pushing true priorities | <ul style="list-style-type: none"> Mark Fabrizi Kevin Ferguson Building Care Deans, Library, Student Activities, Dining, and many other staff | <ul style="list-style-type: none"> Pre-term (adding everyone to proper Slack channels) |


| Previous Officers | | |
|-------------------|--------------|--------------------|
| Class of 2021 | Nic Brickley | njb242@cornell.edu |


| Time Commitment Range (Hours/week) | |
|------------------------------------|--------------------|
| Normal Activities: | Ad-hoc Activities: |
| 3-4 | 2-4 |


Election requirements

- Develop **one-page** platform
 - Must include **key skills** and **motivation** for the role
 - Must include candidate's picture(s)
 - 8 ½ x 11, PDF format
- Complete Signature Sheets
 - 15 signatures
 - Including Marisa, Varun, chair + one key stakeholder (i.e. Drew, Amanda or Ingrid)

Fortifying the Pillars of the JOHNSON Vision

 *We chose Johnson because of the unmatched sense of community and it's plethora of academic and career resources. However, we feel like these resources could be promoted and interconnected better to reveal untapped potential for our school and student body. It is this vision for Johnson that has led us to run as Student Council Co-Chairs. We are both excited to give back to the Johnson community, and will approach the role with humility, approachability, and empathy. We are also Kilpatrick's enthusiasts and can make a mean pineapple upside-down cake.*
Varun Ramadurai

 **Marisa Werner**



| Community | Career | Classroom |
|---|---|---|
| <ul style="list-style-type: none">• Strengthen Cohorts• Increasing AMBA involvement across Johnson activities• Improve International Experience | <ul style="list-style-type: none">• Improved JTS Integration• Career-Oriented Course Lists• Promote Real Estate and Other Career Events Outside Johnson | <ul style="list-style-type: none">• Better Communication between Schools within the College• Dual Degree Awareness Promotion |

Election timeline

Co-Chairs

| | |
|-------------------------------------|--|
| Platforms and signature sheets due* | Tuesday, Oct. 20, by 5pm |
| Presentations and Q&A | Thursday, Oct. 22, 8-9:30pm |
| Voting | Friday, Oct. 23 – Wednesday, Oct. 28, by 5pm |

Chairs

| | |
|-------------------------------------|--|
| Platforms and signature sheets due* | Tuesday, Nov. 3, by 5pm |
| Presentations and Q&A | Thursday, Nov. 5, 8-9:30pm |
| Voting | Friday, Nov. 6 – Tuesday, Nov 10, by 5pm |

*Please submit platforms (in PDF format) and signature sheets to StudentCouncil@johnson.cornell.edu.

Post-election timelines and expectations

- ▶ Club board elections: November – January
- ▶ Transition and thank you lunch/dinner: early December