

Message Framework: Cornell in NYC

Talking Points, Key Words and Phrases

Proof Point 1: Urban Scale and Complexity

Weill Cornell Medical College/Clinical and Translational Science Center facilitates collaborative research projects that will quickly yield new, effective patient treatments, and branch out deep in surrounding communities to serve those most neglected by the healthcare system. The center is a conduit through which essential resources, technological tools, and education programs for all partners can be efficiently shared and managed. The plan for the center integrates existing inter-institutional resources among neighbors on York Avenue in Manhattan and partner institutions in the immediate area.

Weill Cornell Graduate School of Medical Sciences/Outreach Office provides a variety of programs to support biological science education in the city's secondary schools. New York City is home to the largest, most diverse public school system in the country, which more than one million students. Weill Cornell's location and local affiliations mean its clinical and public outreach programs reach a significant number of those one million students.

Cornell Tech is a revolutionary model for graduate education that fuses technology with business and creative thinking. A temporary campus has been up and running at Google's Chelsea building in New York City since 2012, with a growing world-class faculty, master's and PhD students, and postdoctoral associates who work with tech-oriented organizations and companies and on their own startups. There are currently approximately 100 graduate students enrolled in the programs at Cornell Tech. Construction is underway on Cornell Tech's permanent, sustainable 12-acre campus on Roosevelt Island, with a first phase due to open in 2017. When fully completed, the campus will include two million square feet of state-of-the-art buildings, 2.5 acres of new green space, housing for 2,000 students, and housing for 280 faculty and staff members.

AAP NYC is located in Chelsea within one of Manhattan's largest concentrations of galleries, architecture firms, and artist studios. Bright, expansive, and versatile, the space can host student groups ranging in size from 12 to 50, and public lectures of up to 150 people. Events open to the larger metropolitan region and Cornell alumni community are scheduled during the semester, and students are encouraged to participate.

ILR in NYC/Institute for Workplace Studies serves as a bridge between ILR's Ithaca-campus research faculty and constituents working in the New York City area. Located in ILR's Midtown Manhattan center, the institute serves as an intellectual gathering place—with a focus on issues affecting the workplace—for ILR alumni, faculty, students, and friends. Through its educational programs and research dissemination, the institute reminds practitioners that research can inform their day-to-day work, while ensuring that academic research remains rooted in the actualities of the world.

ILR NYC Conference Center provides facilities that can accommodate groups of up to 125 people with 5 classrooms, 3 meeting rooms, a distance-learning suite, and a full-featured dining room serving continental breakfast, lunch, and morning and afternoon breaks. The facility maintains a labor and management resource center where visitors can take advantage of quiet focused time to conduct research or business communications. The conference center is located in midtown Manhattan, one block from the Empire State Building.

Cornell Cooperative Extension-NYC connects the university's research, knowledge, and partnerships with communities in New York City to help residents improve their lives:

- There are four CCE offices that operate in NYC: Manhattan, Bronx, Brooklyn, and Queens.
- CCE-NYC reaches families in all five boroughs of NYC.
- CCE-NYC identifies connections between New York City's needs and the teaching/research agenda of the university.

Human Ecology's Urban Semester Program (fall or spring) is open to all Cornell students and includes an internship, community service, seminars, site visits, and coursework. Students live and volunteer in North Brooklyn. They may choose a pre-professional track (with an internship anywhere) or a pre-health/medicine track (with a hospital internship, medical rotation, or research). A summer program consists of a three-credit course—there are three options, each with a different focus: medicine, community and public service, or professional practice.

- The Urban Semester Program is highly immersive—in addition to coursework, students intern at a variety of places in the city, volunteer in and explore local communities, and go on site visits to experience neighborhood culture.
- Students design their own pre-med rotations at any of the five New York-Presbyterian Hospital locations. Examples of areas of focus are surgery, pediatric AIDS, nutrition, and geriatrics.
- Students who choose the pre-professional program track intern in law, financial services, communication, media, arts, business, education, community affairs, government, and more. Examples: Teen People Magazine, Comedy Central, Vera Wang, Hill and Knowlton, Merrill Lynch, Madison Square Garden, The New Yorker, the Council on Economic Priorities, and the Center for Immigrant Rights
- Experiential site visits, where students learn from local leaders and practitioners, have included a Hindu Temple, an Islamic school and community center, a South Bronx community arts center, a growing Mexican community, and a Voodoo shrine.

Cornell Financial Engineering Manhattan (CFEM) is for MEng students who are concentrating their studies in financial engineering:

- CFEM is a semester-long immersion program in NYC that follows two previous semesters of classes at the Ithaca campus. CFEM combines practical curriculum and professional development programs.
- CFEM elective courses vary from year to year to accommodate the changing demands of the financial industry. Current and former practitioners teach these electives—a practitioner-driven learning environment.
- CFEM facilities are located steps from the Stock Exchange and Wall Street.
- Students have access to financial industry professionals in NYC through networking events, alumni connections, and special projects.
- CFEM offers professional development workshops, mock interviews, and meetings with recruiters.

Proof Point 2: Triple Integration: Teaching, Research, Engagement

Weill Cornell Medical College/Clinical and Translational Science Center: Each partner institution—including New York-Presbyterian Hospital, Hunter School of Public Health, Cornell Cooperative Extension, Memorial Sloan-Kettering Cancer Center, Cornell University in Ithaca, and others—affiliated with the center has a distinct character and proven record of academic excellence, as well as resources that can be used to enhance multidisciplinary interaction. This

interaction fosters strategies for promoting translation of research findings in the laboratory to clinical applications at the bedside and ultimately to best practices within underserved communities.

Weill Cornell Medical Center/New York-Presbyterian Hospital is one of the most comprehensive academic medical centers in the world, with leading specialists in every field of medicine; it also includes 18 extension clinics throughout the NYC community.

Weill Cornell Medical College enrolls approximately 100 medical students per class.

Weill Cornell Graduate School of Medical Sciences/Outreach Office: Programs include school visits at the request of science teachers, free of charge; a collaboration with the Ithaca-based Cornell Institute for Biology Teachers to organize four professional development workshops for secondary science/biology teachers annually; a science equipment lending library; and ;a summer academy in molecular biology for students from Manhattan Comprehensive Night and Day High School.

Cornell Tech focuses on creating pioneering leaders and technologies for the digital age, through research, technology commercialization, and graduate-level education at the professional masters, doctoral, and postdoctoral levels. Its premise is that the rapid pace of innovation in the digital age calls for new approaches to commercializing university technology, new levels of strategic collaboration between companies and universities, and new curricula for graduate education. Cornell Tech is creating new academic programs that blend technical depth, business knowhow, design skills and a builder mindset.

AAP NYC offers a full roster of courses enriched by New York City's unique artistic, historical, and cultural resources and by AAP's faculty and extensive alumni network of noted metropolitan professionals, who frequently teach and serve as guest critics and mentors.

ILR in NYC/Institute for Workplace Studies emphasizes the value of collaboration between academics and practice. The institute provides opportunities for discussion and the exchange of ideas between ILR's scholars and representatives from local academic, government, business, and labor communities in an effort to advance workplace practices, policies, and innovations.

Cornell Cooperative Extension-NYC connects the university's research, knowledge, and partnerships with communities in New York City to help residents improve their lives:

- Cornell research informs programs in youth development, science and technology, and health and parenting:
 - CAUSE (College Achievement Through Urban Science Exploration) college-prep and STEM collaboration
 - Hydroponics and Aquaculture Program at Food & Finance High School features science and research labs that produce fresh, sustainable food
 - Healthy Gardens, Healthy Youth Initiative is a pilot research project spanning four states and led by CCE-NYC to examine the effects of school gardens on fruit and vegetable consumption
 - CCE-NYC partnered with Weill Cornell Medical College to secure a National Institutes of Health grant that will fund the Translational Research Center to link research findings with community health needs. CCE-NYC will lead community engagement.
- Cornell technologies directly touch the lives of people in NYC:
 - CCE-NYC began the MarketMaker app project in 2007; it links food producers to new markets, while consumers can use it to find fresh produce. In 2012, CCE-NYC used the app to create Food Hubs that connect faith-based organizations to 1,700 farmers and food processors across the state in order to supply fresh produce for local food pantries and soup kitchens. In 2012, CCE-NYC reported that the MarketMaker site received more than 150,000 hits a month, and users reported a 20 percent increase in profits.

The Urban Semester Program:

- Teaches students the value and impact of community service:
 - Some recent service placements in North Brooklyn: Nuestros Ninos day care facility; the Re-Connect Café and Bakery youth development program; the Opportunities for a Better Tomorrow job training program, and Woodhull Hospital's asthma outreach and education program.
 - Students discuss their service experiences in seminars.
- Medical rotation assignments help students learn while serving in a hospital setting.
- Students apply their academic knowledge to internships in a large number of fields, directly impacting companies in the city.

Cornell Financial Engineering Manhattan (CFEM) is for MEng students who are concentrating their studies in financial engineering:

- For the CFEM financial engineering capstone project, students work on teams to help an industry sponsor (financial organization) solve a real problem. The project helps students gain professional experience, and in turn, provides the sponsoring organization with a solution to a complex problem.
- CFEM's location in NYC helps facilitate these industry connections.

Proof Point 3: Multidirectional Partnerships

Weill Cornell Medical College partners with New York-Presbyterian Hospital and the Hospital for Special Surgery in clinical research and in providing direct clinical care to patients. The medical college partners with Memorial Sloan-Kettering Cancer Center and Rockefeller University in teaching and research that is part of its MD/PhD programs.

Weill Cornell Medical College anticipate strong relationships with Cornell Tech faculty—healthy living focus—starting in 2017 when the campus opens on Roosevelt Island. The medical college also has research partnerships with Cornell faculty in Ithaca—Veterinary Medicine, Human Ecology, Engineering, among others.

Weill Cornell Medical College/Clinical and Translational Science Center: The cluster of East Side partner institutions—New York-Presbyterian Hospital, Hunter School of Public Health, Cornell Cooperative Extension, Memorial Sloan-Kettering Cancer Center, Cornell University in Ithaca—forms a unique and cohesive biomedical complex, fulfilling the NIH roadmap initiative of breaking down institutional silos and barriers separating scientific disciplines in order to accelerate the clinical application of basic science discoveries.

Weill Cornell Graduate School of Medical Sciences/Outreach Office partners with secondary school teachers in the tri-state (New York–New Jersey–Connecticut) area, and with the Cornell Institute for Biology Teachers.

Cornell Tech is a revolutionary model for graduate education that fuses technology with business and creative thinking. Cornell Tech brings together like-minded faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary ideas grounded in significant needs that will reinvent the way we live.

AAP NYC: Students can tap into AAP's extensive metropolitan alumni network during their term in New York City. Recent graduates and long-established professionals interact with students in formal and informal settings, including critiques, gallery tours, discussions on job searches, and post-graduation issues for young professionals.

ILR in NYC/Institute for Workplace Studies houses a Master of Professional Studies program in Industrial and Labor Relations, ILR's only off-campus graduate-degree program. The institute

also partners with the office of the ILR Undergraduate Credit Internship Program; hosts the Workplace Colloquium Series, a forum for discussion on topics related to the workplace; and circulates the *IWS Documented News Service*, which keeps researchers, practitioners, workers, legislators, and policy analysts up to date with the latest information pertaining to workplace issues.

Cornell Cooperative Extension-NYC connects the university's research, knowledge, and partnerships with communities in New York City to help residents improve their lives:

- Through its Nutrition and Health Program, CCE-NYC partners with community organizations, schools, job training programs, faith-based organizations, and emergency food assistance providers. In 2012, the program reached 73,692 individuals through workshops and demonstrations at schools, food pantries, soup kitchens, farmers' markets, and community centers.
- In 2012, CCE-NYC worked to help New York City residents make healthier choices and get the most out of their SNAP benefits. In the Bronx, CCE-NYC educators partnered with food stamp offices to help 560 adults learn how to "Cut the Junk" and buy healthier foods with their SNAP benefits. In Queens, educators partnered with four Pathmark and five Stop and Shop grocery stores to help 400 adults learn about SNAP and other benefits that help put more dollar power into their family budgets.
- Cornell Cooperative Extension (including CEE-NYC) depends on partnerships to fund programs and expand its reach.
- Collaboration among experts within and outside Cornell enrich CCE-NYC trainings and workshops on topics of importance in NYC:
 - CCE-NYC and the ILR School developed a training program for childcare workers, under the auspices of the Domestic Workers Association. Participants receive training in child development, nutrition, CPR, workers' rights, and pediatric health from expert staff at CEE-NYC, Weill Cornell Medical College, the Hunter School of Nursing, and the ILR School.
 - CEE-NYC has partnered with the NYC Department of Aging's Grandparents' Resource Center to conduct a pilot of the "Parenting the Second Time Around" program, which is designed to support grandparents and other caregivers.

The Urban Semester Program is shaped by partnerships:

- In the North Brooklyn community:
 - Urban Semester students are well known where they live and volunteer. Cornell has formed a positive impression in this area, and student service is highly regarded by community leaders.
 - The five New York-Presbyterian Hospital locations, Weill Cornell Medical College, and North Brooklyn's Woodhull Hospital for pre-med placements (although students may do rotations at any hospital of their choice)

Cornell Financial Engineering Manhattan (CFEM) is for MEng students who are concentrating their studies in financial engineering:

- Current and former practitioners are course instructors, project sponsors, guest lecturers, and career mentors.
- Sponsor organizations work with teams each semester to solve a real problem. In fall 2013, capstone project teams worked with seven financial industry clients: Alliance Bernstein, Banco Bilbao Vizcaya Argentaria, Cantor Fitzgerald, Citibank, Guggenheim Partners, KALX, and HETCO.
- The annual Meet-and-Greet Wall Street event gives students the opportunity to network with current Wall Street professionals and learn about careers in finance. This event is open to CFEM students as well as all first-year financial engineering students, who are bused to NYC from the Ithaca campus.
- In fall 2014, 48 students are in NYC studying with the CFEM program (with 38 students projected for fall 2015).

- For 2011, 2012, and 2013, CFEM summer internship placement rates were 100 percent.
- For 2012 and 2013, full-time placement rates for CFEM graduates were 95 percent and 94 percent respectively.