

Creating the Leadership Tompkins Legacy

Project Objectives

1. Create a marketing plan for all aspects of Leadership Tompkins, including strategies to better connect current class members with alumni,
2. Have a more diverse employer participant base, and increase community awareness of the organization.
3. Research options for LT Alumni to become more involved with current LT classes, specifically by surveying alumni.
4. Investigate forms of communication to connect current class participants and alumni.

Community Partners

Leadership Tompkins - TC3

Leadership Tompkins Advisory Board

Tompkins County Chamber of Commerce

Ithaca Forward

Leadership Tompkins Alumni (including survey participants)

Project Outcomes

1. Survey of Leadership Tompkins alumni
2. Marketing Plan for Leadership Tompkins
3. Template for Electronic Newsletter to be posted on LT website
4. Marketing literature to be used at informational meetings