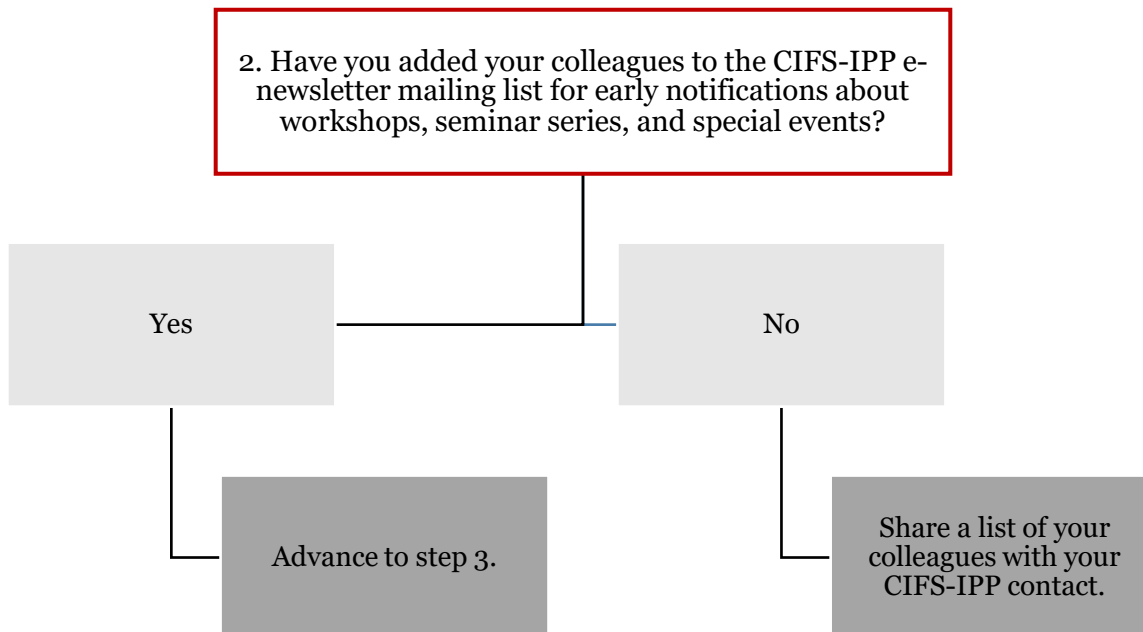
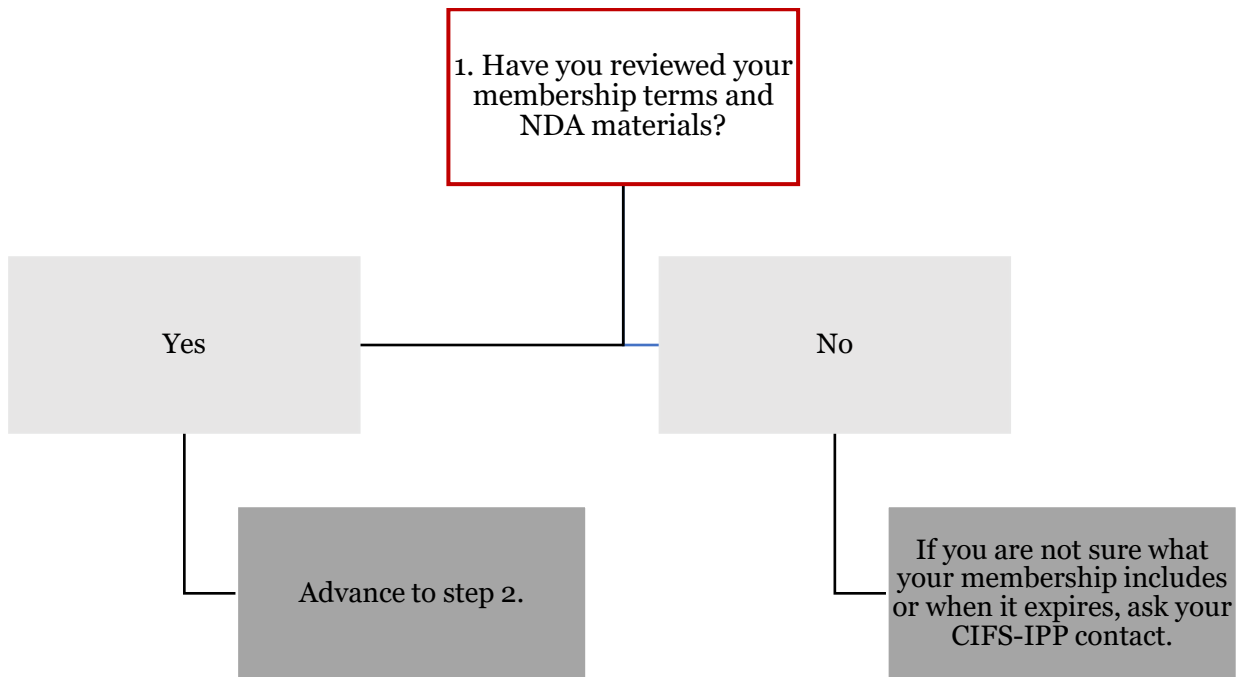
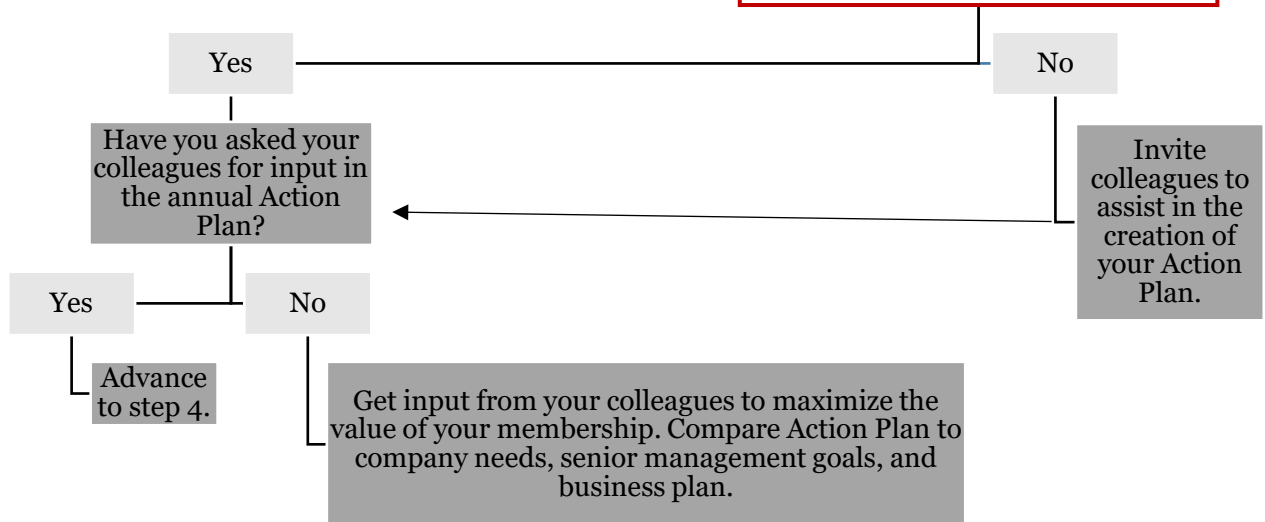


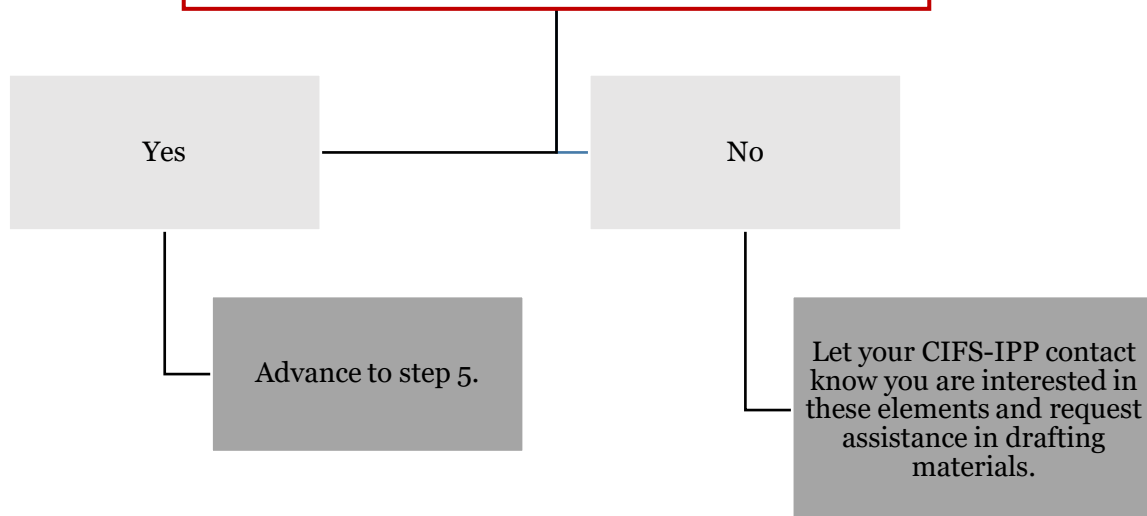
Maximizing Your CIFS-IPP Membership Ten Step Diagnostic Tool



3. Have you announced your membership to your co-workers?



4. Have you announced your membership through your marketing channels (eg: press release, company newsletter, company website)?



5. Have you announced your CIFS-IPP membership or posted your project progress through social media (eg: LinkedIn, Twitter)?

Yes

No

Advance to step 6.

See social media tips below and draft a post.

Tips for Social Media Posts

1. Utilize the CIFS-IPP logo below to talk about your participation in the program.



2. Include this statement on your company's social media channels or company website "... Company is a proud member of the Cornell Institute for Food Systems Industry Partnership Program. Learn more at ipp.cifs.cornell.edu/."

6. Have you announced your membership at trade shows and events?

Yes

No

Advance to step 7.

Let CIFS-IPP know about your upcoming trade show activities. CIFS-IPP can provide materials for your booth to highlight your membership.

7. Have you shared a bio and picture for CIFS-IPP Executive Board with CIFS-IPP?

Yes

No

Advance to step 8.

Are you a Gold-level Member?

Yes

No

Get the bio and photo to your CIFS-IPP contact for inclusion on the CIFS-IPP website.

Only Gold-level Members have representation on the CIFS-IPP Executive Board. Consider upgrading your membership to have a stronger voice in the program.

8. Have you considered working with CIFS-IPP to create a research project with business-level impact?

Yes

No

Advance to step 9.

Share your research interests with your CIFS-IPP contact to identify appropriate faculty experts, resources, and potential collaborators.

9. Are you documenting your progress with the CIFS-IPP program?

Yes

No

Advance to step 10.

Are you planning to visit campus? Take a group photo and include it in your social media posts or e-newsletter.

Visiting campus soon? Bring a colleague who is new to the CIFS-IPP program to strategize.

Has your relationship with Cornell helped you make progress on a non-confidential project? Let your social media community know by sharing a post that highlights the partnership.

Has your company been featured in a Spotlight on the CIFS-IPP site? If not, ask your CIFS-IPP contact to draft your Spotlight article.

10. Do you have some new ideas about how to maximize your CIFS-IPP membership?

Yes

Nice job completing the diagnostic!

No

Get in touch with your CIFS-IPP contact for additional ideas about how to maximize membership for your company.



**Maximizing Your CIFS-IPP Membership
Ten Step Diagnostic Tool Checklist**

Steps	Yes	No
1. Have you reviewed your membership terms and NDA materials?		
2. Have you added your colleagues to the CIFS-IPP e-newsletter mailing list for early notifications about workshops, seminar series, and special events?		
3. Have you announced your membership to your co-workers?		
4. Have you announced your membership through your marketing channels (eg: press release, company newsletter, company website)?		
5. Have you announced your CIFS-IPP membership or posted your project progress through social media (eg: LinkedIn, Twitter)?		
6. Have you announced your membership at trade shows and events?		
7. Have you shared a bio and picture for CIFS-IPP Executive Board with CIFS-IPP?		
8. Have you considered working with CIFS-IPP to create a research project with business-level impact?		
9. Are you documenting your progress with the CIFS-IPP program?		
10. Do you have some new ideas about how to maximize your CIFS-IPP membership?		