Maximizing Your CIFS-IPP Membership
Ten Step Diagnostic Tool

1. Have you reviewed your membership terms and NDA materials?

   Yes
   Advance to step 2.

   No
   If you are not sure what your membership includes or when it expires, ask your CIFS-IPP contact.

2. Have you added your colleagues to the CIFS-IPP e-newsletter mailing list for early notifications about workshops, seminar series, and special events?

   Yes
   Advance to step 3.

   No
   Share a list of your colleagues with your CIFS-IPP contact.
3. Have you announced your membership to your co-workers?

- Yes
  - Have you asked your colleagues for input in the annual Action Plan?
    - Yes
      - Advance to step 4.
    - No
      - Get input from your colleagues to maximize the value of your membership. Compare Action Plan to company needs, senior management goals, and business plan.

- No
  - Invite colleagues to assist in the creation of your Action Plan.

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

- Yes
  - Advance to step 5.

- No
  - Let your CIFS-IPP contact know you are interested in these elements and request assistance in drafting materials.
**Tips for Social Media Posts**

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

   ![CIFS Logo](image)

   Synergistic Thinking. Innovative Food Solutions.

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](http://ipp.cifs.cornell.edu/).”
6. Have you announced your membership at trade shows and events?

**Yes**
- Advance to step 7.

**No**
- 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**
- Advance to step 8.

**No**
- Are you a Gold-level Member?

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

**No**
- 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
  - Advance to step 9.
- No
  - 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
  - Are you planning to visit campus? Take a group photo and include it in your social media posts or e-newsletter.
  - Advance to step 10.
- No
  - 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

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