

Cornell Hotel Society Overhauls Alumni Network to Boost Membership Payments and Event Attendance

The hospitality alumni association uses Hivebrite to manage and engage all of its chapters on one platform.

Challenges

- Unite all chapters on one platform
- Digitalize communication with members
- Better manage memberships—including dues payments and renewals

Solutions

- Fully branded all-on-one community platform
- Membership Management Module
- Communications Campaign Module
- Events Module

Benefits

- 60% reduction in time spent on administrative tasks
- 77 events organized on one year
- Extended global reach for all events

The Cornell Hotel Society (CHS) is the alumni association of the School of Hotel Administration at Cornell University—the number one hospitality school in the world.

First established over ninety years ago, CHS was created by alumni for alumni. It is a place to share traditions, passions, and ideas, and to celebrate what it means to be a Hotelie for Life.

A Digital Shakeup for a Historic Alumni Association

CHS wanted to revamp its entire online presence from its public-facing website to the management of its alumni network.

The alumni association counts over fifty chapters around the world—each is independently managed by a board and chapter president. Previously, each chapter worked in a silo with limited contact with other chapters and the overall alumni association.

To pool costs and efforts, share best practices, and create a better alumni experience for all, CHS decided to unite all chapters of its global alumni community on one online platform.

This move was also motivated by the need to better cater to its younger alumni and create more incentives for them to join the association.

“We were using postal mail to contact our members, which was incredibly time-consuming and costly. We needed a better way to communicate with everyone—especially our younger alumni who are increasingly digitally focused,” said Daniel Cline, Digital Platform Manager, Cornell Hotel Society.

CHS entrusted Hivebrite to unite its chapters on one easy-to-use platform.

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Hivebrite was the obvious choice for us.

The aesthetics and overall design of the platform are excellent. The features are sophisticated and well-thought-out. I was especially impressed by the interactive map that shows the location of members, as well as the events page and jobs board.

Daniel Cline

Digital Platform Manager at Cornell Hotel Society

Globalizing Events and Increasing Participation

Events are a major component of CHS's engagement strategy. Since the pandemic, CHS has moved all activities online. It has hosted a range of different event formats including virtual wine tastings, round table debates, and beer and food pairing lectures. Previously events were limited to the hosting chapter's location. Now, the alumni association can promote events to all appropriate members using Hivebrite. CHS organized seventy-seven events over the past year with the Hivebrite platform.

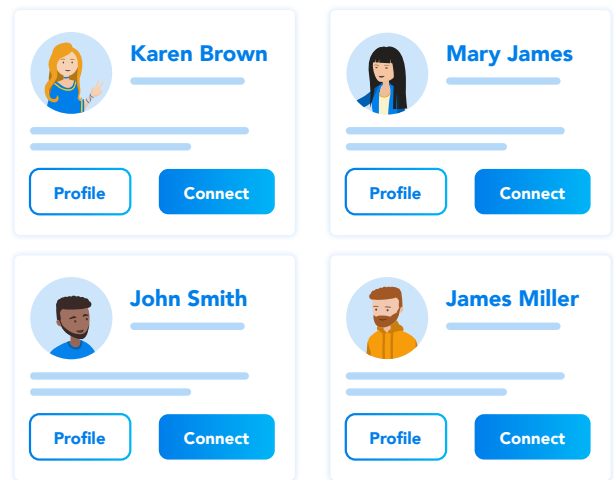
"Each chapter can now bring in members from different locations—extending the global reach of our events. We have also created a CHS mobile app with Hivebrite that is particularly useful for sending push notifications to members on upcoming events," said Daniel Cline.



A sixty percent Reduction in Time Spent on Membership Management

Membership with CHS is optional but encouraged. Several membership options are offered including a lifetime membership, as well as a yearly membership and a discount membership for young alumni.

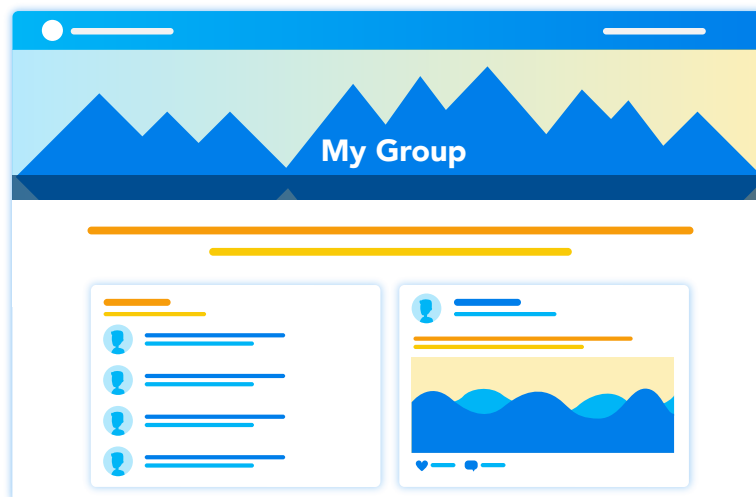
"We are really excited that we can now sell and manage memberships and renewals with Hivebrite. Before we only took payment by cheque and sent reminders by email—it was massively time-consuming and very archaic, to say the least. With Hivebrite, the signup and payment process is frictionless, which helps incentivize members to join and pay their dues! We have reduced time spent on administrative tasks relating to membership management by 60%," said Daniel Cline.



Continuously Adding Value to the Alumni Experience

Since starting with Hivebrite, CHS has observed a steady increase in both members and membership payments. The community currently stands at seven hundred and twenty members. The platform is easy for everyone to use and Daniel and his team have ongoing support from Hivebrite's Customer Success Team.

"I continue to be impressed with the Hivebrite platform. It is continuously evolving—features are added and enriched—meaning we can continuously add value to the alumni experience. We now have complete visibility on all chapters' activity, which helps us all work together to achieve our overall association's goals," said Daniel Cline.



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About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.