Cornell College

Dear <<Joint Sal>>,

At Cornell College, personal relationships are at the center of everything we do. In a world shaped by constant distraction and information overload, our students still learn in ways that require presence. They work together, in conversation and in community, building connections that extend well beyond their time here.

Everyday in the classroom, I witness the transformation that comes when hard problems are solved together. In our consumer choice class, students learn about customer journey maps and the difficulty of harmonizing fragmented data across multiple touchpoints. In one assignment, students were tasked to reflect on their journey to Cornell College. As second-year student, **Campbell Kirby '28**, began to unpack the many steps and interactions that brought her to the Hilltop, she arrived at a key insight: **Behind every decision is a real story.** Underneath the analytics, she learned to understand people, balancing aspirations and resources, considering relevant context, and approaching her work with care.

That way of thinking—structured and yet agile and multi-sided—stays with students after graduation. In reflecting on their time at Cornell, alumni describe the lasting impact of their Cornell experience. **Libby Schnoor '18** pointed to the ability to think critically was something that continues to guide her today. During a recent visit to campus, Libby also told students about her early and pivotal internship experiences. Over lunch, she told my class, "No one gets where they are alone. " Another graduate, **Lisa Lefebure '07** reflected on the relationships she formed at Cornell as part of her "personal board of directors, " connections she still turns to years later for perspective and guidance. These reflections point to the web of mutual support and goodwill we aim to cultivate, one student at a time, again and again.

Although I came of age in an analog world, I believe, with every fiber of my being, in the potential of today's young people. They arrive hungry to learn. Through their Hilltop experiences, they are challenged, supported, and changed by the relationships they build. In time, they carry that forward into their lives and work, and often back into the Cornell community.

Please join me with your presence and your financial support as we work together to empower students and expand their opportunities for success. With your support, students can cope with the storm and stress of their real and digital lives. With your support, students can engage fully and with presence. **As June 30 approaches, your gift is especially important in sustaining this work for current students. I hope you will consider making a generous gift to the Cornell Fund.**

Thank you for being part of the Cornell College community.

Warmly,

Santhi Hejeebu
Professor and Co-chair of Economics and Business

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Behind every student is a story. Make your impact before **JUNE 30.**

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