

## Sean Cusack tweets of FREE COOPER UNION: A Community Summit

Karina Tipton

President Bharucha can't make it tonight because he's with philanthropists - I think we can agree that's a good idea. ;-) There are a lot of confusing conversations, we need to collate the voices and make them clearer. It turns out that a lot of people want to be involved, not just alumni -- board, admins, alums, faculty - we all love Cooper. We need to build a better relationship. We have a plan, we want to publicize all the facts tonight. Tonight we will also have breakout groups (and will try to include twitterers remotely) Introducing Milton Glazer - maker of I <3 NY

Milton Glazer

Not a day goes by that I don't thank the universe for letting me be part of The Cooper Union. These days every institution seems to be at odds with itself, many are now outraged about the idea of tuition. I spoke with President Bharucha, a civilized and intelligent man, and he said that he swears tuition would only be a last resort. I hope we can shift our focus from what went wrong to what we can do. Thank you all for coming here and demonstrating your love for the school, I feel the same way.

Karina: Now starting out with some presentations - starting with the affirmation of core principals team. Special thanks for Kerry Carnahan for her hard work helping to set up this event tonight.

Ben Degen Art'98

My wife and parents are all alums '97, '68, and '66. I consider myself to be a great grandchild of Peter Cooper, and I want to speak on some core principals. The fundamental principal is free education [applause] If we lose this we lose everything. [reading cooper's vision statement] Merit based / humanistic learning / public programs / enrichment of NYC. Completely free, unique in the world, unique in human history, the only one that exists. We think about ancient Greece, library of Alexandria, these are all free thinking, cooperation, openness, creativity. Unlike ancient Rome, we have women, all religions, all peoples, coming together for our true equality in free education. When you walk through the door, it doesn't matter who your parents are, you're just ready to be creative [applause]. Art and science are the dichotomy of applied reason, of taking a thought and making a thing, crafting the physical. Peter Cooper was from the industrial revolution - realized this was a force for progress, a force for good. We have a lot of problems here, financial is the most pressing, luckily we are builders and rational creators. We are in a time of new revolution, political and technological, our ideals of applying reason are ever relevant. As an instructor in this school, we have no amateurs, starting at professional level. No time to slow down, my drawing class takes off like fire. We have a new building [Rod Knox, from back: A bad building, we don't want it] We have to make do with what we have [applause]. Rodney, I'm on your team [No you're not!] I'll buy you a beer. We all have to work together. We must hold onto our anachronistic ideal of a free education. We must show the big donors that we are worthy of bigger giving. Alumni giving will not solve the problem, nor expansion. I don't like the way Mark Epstein addressed us, that we are failed investments [applause] We need to stay from divisiveness. We can't squabble, every minute we allow it to distract us, it makes us look like a bunch of nutcases, it's embarrassing. [Rodney: We are a bunch of nutcases] Our professionalism is proof our model works, every President and Board has been able to do their duty [applause]. What would happen with tuition is that the school selection of students would change.

Sam Messer, alum and assist dean at Yale

These are difficult decisions ahead of us, we need to qualify our investigations, and not change gentrification.

Adriana Farmiga

Standing here, we're offered a lesson in perspective, attendance here or online, this is encouraging. There is an auction coming up to help raise money, more details to come, securing a venue appropriate. This falls to alumni and staff to help, but the mention of tuition fires everyone up, all willing to go above and beyond. Pledge drive will be live within a few days, promise to give money, plus a petition to demand no tuition. please everyone pledge, site should be up by Wednesday. Thank you. [applause]

Che Perez AR'14

[poetry] Imagine an oceanic horizon, vague idea of land, keep holding on tight. I am proud to be a student. Peter Cooper made this school equal to the best. Not everyone, but as many as possible. It is our responsible to distribute the fruits of our education, so others can reap those benefits and plant more seeds. We need to keep a steady stream of Cooper students gushing into the world, we must keep this bridge open. We seek a 100% student donation rate. We must fight against the forces that wish to change our school.. [reciting pledge] Because I am responsible for my priceless education, I promise to give what I can give now and forever. I promise to keep Cooper free, let us come together to prevent ever another threat of contamination [big applause]

Karina: Thank you to Sara Foley, running our A/V, and the buildings and grounds crew.

Peter Buckley

Seven Minutes! [laughter] Last time, all the questions to me were about governance. "Who's running this place? Who's running things?" Our founder was naive about politics. A modern democratic republic would work - he was perplexed. Board of Ed in NYC are a private institution. It made sense to Cooper at the time. Well, not so much. Protestants were demanding public funds instead of for catholics - public schools were disbanded in debacles. We had a strange board: NYC mayor, NY post newspaper owner, Peter Cooper, a hopeless mismash. NY state rejected the first charter because of the mix of public and private members on the board. First 25 years only Peter Cooper and Hewitt and directly-known people, trustees were literally responsible. until the 60's the trustees were responsible for deficits personally [clapping] Yes, well no more :-P Trustees started taking less action in things, stopped handling staff hiring or academics. Faculty are best to handle academics, administration for technicalities, they are meant to be interactive. For this to work, good communication is required, everyone must agree on the mission. Historically, shared governance is hard, budgets and unions (started in 70's). It's not mistrust that stops us, but communication and congeniality, and it may be hard to achieve, good luck, Pres Bharucha.

Rocco Cetera '99: VP of Alumni Activities

CUAA started in 1936, chartered in 43, made to promote the school, help with financial support and recognition. Our job is to foster a community, service to the school. CUAA is a charitable organization, made separate from Cooper. Memorandum Agreement made, during financial distress '74, created a structure of governance in effect today, resigned in '00. What is the M.A? It means all former students are alumni. 4 seats on the board are elected by alums. CUAA pres nonvoting mem. showing how the agreement added 4 trustees to board, under alumni control, plus many actual trustees that are alums. CUAA exec board oversees Alum Council. Many class reps, not used enough these days, they are direct CUAA conduit. Office of Alumni Affairs - part of administration but connect with CUAA. Displaying change in org chart during memorandum agreement - CUAA keeps being pushed further out with new Campbell changes. Today, it is even another layer out, though it is up in the air still, under Pres Bharucha. Please everyone vote - your voice needs to be heard. [applause]

Nick Agneta '88

Annual Fund is a consulting agency not a bank account. Unrestricted fund - monies that come in are used for operational costs. Fundraising went down after 2000, went from calling to letters, went flat. during creative fundraising, 40% giving rate, after much less. Describing trustee giving, parents giving, phonathon, etc (slides will be posted later). We have gone down steadily from 30% giving in 2002 to 21% in 2011. Short term, we need to use the cash portion for expenses, long term, build up to keep the school tuition-free. Can alumni donations hit 25% of deficit, \$4.5M? If every alum, all 12K, gave \$1/day, yes. Problem is "lost alumni", we need to find everyone. I freaked out when I found out we only had emails for 6000 alums. Has anyone in this room gotten this card? [NO] We need people to give, even small amounts. Larger alumni participation means better support.

Karina: Ready for something crazy? [applause] Ready for Barry Drogin?

[jazz music playing] :- ) [crashes as people drop stuff] Moving stuff out of the way of the screen [music ends] [small applause][lots of pie charts] 1999 plant assets \$42M - cost of eng building left out - added back in. Hasn't depreciated out yet [going over slides] Capital campaign (lots of slides) \$90M not raised tho promised. Watch the investment capital - now the Chrysler building is added. whoops this is the investment after the crash.. Curious things - academic support goes down when management goes down - maybe things were adjusted. Why do we have \$5M more pay for professors in 2010? Not possible. So what does the money mean? No idea. Operating revenues... Our alumni donations are nearly double other colleges...The value of rent and other things are being hidden in other values... Are we cashing in on the hedge fund or not? Dunno. In 2004 we stopped taking only 6% out of the endowment - \$18M, then more, are invested. The figures are made up. The "deficit" is a re-aggregation of other numbers. We want the expense slide [bell rings again] to sum up! [giggles] The financial situation is complicated. It's complicated but just addition, it's a 100 piece puzzle. The pie chart looks like something a kindergartener put together. Transparency! We need transparency! [clapping] [playing the music he recorded -- cut off] :-P

Richard Stock, Pres of Faculty Union, Prof ChE

Met with Buckley and Pres Bharucha - we need the data in a form we can understand. Pres told TC to give it to them. These pie charts don't tell us what we need to know, let's look at total expenses. Expenses have gone up and up, especially wages and such, the pattern is interesting. Needed a better analysis from TC. What changed in 1998 was the increase in the Development office. Faculty growth in pay has nearly not grown at all. Full-time non-academic employees have doubled 1998-2010. all the growth has been in the non-academic areas [clapping] Pay increases are usually just 2-3%, but we have so many more bodies now. Nearly all support and admin. With these things comes benefits, which have quadrupled 1995-2010. The benefits that are largest: medical claims, administrative overhead, and "post-retirement medical current". Medical benefits in many different ways seem to have skyrocketed. Tripling of supplies 2007-2010. However, it looks like the money as accounted just get shoved into new slots, I don't believe KPMG's audits. Loan is new and will not go away any time soon. Depreciation also is high - but it's accounting not cash going out the door. I'm asking TC to help break things down more, showing fundraising costs vs funds raised, and revenue breakdown. No union member can sit on a cost task force, which I find strange, as the non-union stuff is what's out of control [clap] [Barry Drogin, back of hall: Do we run a lean ship?] Oh yes, everyone is running very high stress levels, very lean. I don't mean to knock development, it's a new group, culture is new. Things went weird at the beginning - the first VP of dev (Ronnie) spent months outfitting expensive furniture. No one in development has met with me in 3 years, we have a lot of work to do on systemic issues.

David Gersten, Prof and Arch '91

Cooper Union doesn't support free education, free education supports Cooper Union. Our largest asset is our promise for the future [big applause] We need to work on how to structure our assets. Peter Cooper worked directly with inventions in the past. When the safety mechanism for elevators was invented, the vertical rise of NYC exploded. Peter Cooper was also involved in the trans-Atlantic cable, connecting two continents, removing the communication barrier. Through this connection, knowledge shall transit the waters. His greatest invention was the removal of barriers to education. A transformative experience. Barriers to education not just unjust to those excluded, but to the value of the whole community. This is Peter Cooper's greatest invention because it creates invention