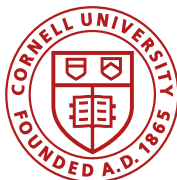




Cornell Institute for Healthy Futures

Innovating Across
Hospitality, Health, and Design



Cornell University

01 Leadership

Mardelle Shepley, Executive Director

Dr. Mardelle Shepley, B.A., M.Arch., M.A., D.Arch., is a professor at Cornell University and chair of the Department of Design and Environmental Analysis. She is Executive Director in the Cornell Institute for Health Futures. Previously she served a professor at Texas A&M University (TAMU) and was director of the TAMU Center for Health Systems & Design from 2004-2014. Mardelle is a fellow in the American Institute of Architects and the American College of Healthcare Architects. She is LEED and EDAC certified.

Heather Kolakowski, Associate Director

Heather Kolakowski '00 is a lecturer in food and beverage management at the School of Hotel Administration. She teaches several food and beverage courses, including Restaurant Management and Hunger, Health and Nonprofit Social Enterprise. She is also the faculty advisor for Hotel Ezra Cornell (HEC), the student-run hospitality showcase conference which allows students the opportunity to put theory into practice while taking on leadership responsibilities each spring. She is the recipient of the 2017 Kaplan Family Distinguished Faculty Fellowship for her dedication to service learning.

Nicolas Ziebarth, Associate Director

Professor Ziebarth is an associate professor in Policy Analysis and Management and Sloan at Cornell University. He is an economist whose research focuses on insurance markets and health risks. Dr. Ziebarth studies the interaction of (social) insurance systems with labor markets and population health. Another focus of his work is the driving forces and implications of risky health behavior such as smoking, drinking, or overeating. Dr. Ziebarth has won several awards for his research.

02 Mission & Vision

The mission of the Cornell Institute for Healthy Futures is integrating hospitality, health management/policy and design- through education, research and industry relations-to enhance service excellence in health and wellness-related organizations.



College of Human Ecology

The College of Human Ecology's mission is to improve lives by exploring and shaping human connections to natural, social, and built environments.

Faculty, students, and staff explore the human dimensions of social and natural sciences, fashion and design, nutrition and health, public policy, and related realms. Using Cornell extension networks and the college's translational research model, the college delivers knowledge directly to communities and families, sharing discoveries for the benefit of all.



The Hotel School
Cornell
SC Johnson College of Business

The school's mission is to create and disseminate knowledge about hospitality management through teaching, research, industry relations, and service. The core of this mission is Hospitality Leadership through Learning. The School of Hotel Administration holds a unique position as the premier institution for educating future business leaders in the hospitality industry and beyond. The vision that follows this mission is for Cornell to continue to be the undisputed global leader in hospitality education.

03

Education

A primary focus of CIHF is to develop and support multidisciplinary educational programs for health, wellness, senior living, and related service industries.

Sample educational initiatives include:

- Coordinating and providing support to instructors teaching courses related to the institute's mission
- Developing concentrations, minors, and other programs that expose students to new opportunities in our industry
- Developing cross-college and cross-campus degree program options
- Collaborating with other Cornell units to develop non-degree and executive education programs related to our core mission

04

Research

The institute will publish scholarly articles and disseminate its research findings through managerial reports, case studies, videos, and podcasts on our website and through newsletters. Sample research projects include:

- Examining the contextual role of service and hospitality in patients' choice of healthcare providers
- Understanding customer preferences for health and wellness tourism destinations and resorts
- Evaluating mental and behavioral health facility design
- Studying daylight's impact on families in neonatal intensive care units
- Assessing roles and expectations of the next generation of healthcare facility design teams
- Measuring strategic human resource management of volunteers and links to hospital patient satisfaction





05

Intellectual Capital

CIHF's intellectual base includes Faculty Fellows from various Cornell colleges and departments, CIHF Industry Scholars from corporations and nonprofits, and Visiting Scholars and CIHF Academic Scholars from other academic institutions. Fellows participate in collaborative activities, lead research or curriculum projects, provide feedback on strategic priorities, and create industry-focused deliverables in support of Cornell's public engagement mission.

CIHF hosts meetings, roundtables, colloquia, capstone and practicum projects, and symposia, allowing academic scholars, students, and industry professionals and leaders to share ideas and discuss topics of mutual interest throughout the year.

06

Industry Engagement

Institute leadership and affiliates are involved in many collaborative programs. As CIHF expands, they will seek to partner with a variety of industry and professional associations and to participate in international and national conferences along with design or case competitions.

Cornell's School of Hotel Administration and College of Human Ecology have invested seed funding and staff and faculty resources to launch the institute. For the longer term, the institute will collaborate with various organizations to expand our activities and generate ideas and resources.

CIHF's Advisory Board includes representatives from partner organizations and other industry and academic leaders.

07

Corporate Membership

Corporate Membership:

Benefits include:

- Advisory board seat in CIHF. The board, composed of senior-level leaders in the industry, meets twice annually.
- Recognition as a partner of CIHF on our website, including your corporate logo, a link to your company's website, and the advisory board member's personal bio and photo.
- Opportunity to participate as a guest lecturer in classes.
- Opportunity to participate as a panelist at CIHF events.
- Your corporate name listed as a CIHF partner on all press releases that announce CIHF publications and other CIHF news.
- Your corporate name and logo (with a web link) featured on a rotating basis in the CIHF newsletter, which circulates to industry executives, practitioners, and educators worldwide.
- Opportunity to be considered as a speaker at other conferences and seminars where CIHF is creating a panel.
- Priority access to highly-motivated students for employment and internship opportunities.
- Opportunity to mentor and interact with graduate and undergraduate students with an interest in these fields.
- Invitations to select industry events.

Founding Membership:

Benefits include:

- All benefits associated with the Corporate Membership
- Recognition as founding member above regular members
- Priority consideration for speaking opportunities.
- Exclusive sponsorship of one of the following each year as founding member:
 - CIHF Roundtable
 - CIHF conference (Platinum sponsorship)
 - Student Practicum Project (based on faculty availability and student interest.)

Why join CIHF?

CIHF is supported by a network of corporate members critical to the mission of integrating the fields of hospitality, health management/policy, and design thinking to enhance service excellence in healthcare, wellness, senior living, and related industries.

Contact Us:

If you are interested in becoming a member, please contact our Program Manager at cihf@cornell.edu or 607.255.2428.

09

Support Opportunities

Sponsorship Opportunities

- Industry Distinguished Seminar Series
- Industry Practicum Projects
- Roundtables
- Hospitality, Health, and Design Symposium

Philanthropic Opportunities

- Institute naming
- CIHF Suite naming
- Executive Director and Associate Director naming
- Faculty Position naming
- Academic Scholars Program
- Industry Scholars Program
- Visiting Scholars Program
- Postdoctoral Fellowship
- Graduate (M.S./Ph.D.) Fellowship
- Emerging Scholar (Undergraduate) Fellowship

Cornell Institute for Healthy Futures

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