

# President's Report

General Assembly • June 2022

**Dear Colleagues and Members,**

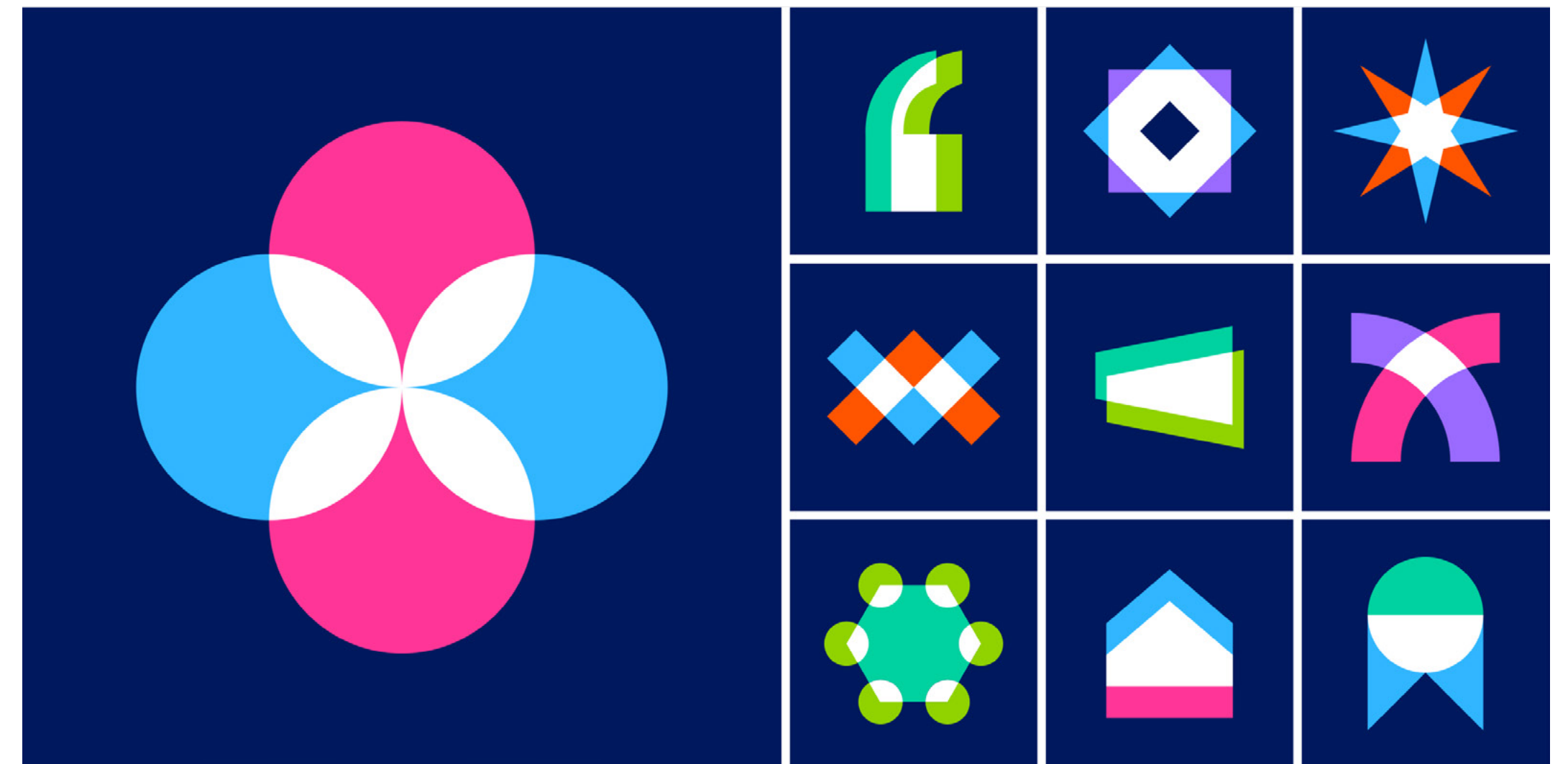
**I look forward to welcoming you to our next General Assembly (GA) meeting on June 16.**

As tradition holds, we will be welcoming new member institutions in the next GA and presenting highlights of the work underway with Cumulus Conference Hosts (**Cumulus Detroit** in November 2022 and **Cumulus Antwerp** in April 2023), and new partnerships and initiatives we pursued in collaboration with our Secretariat. We will present a proposed budget for 2022 for your vote, and I will share the progress we made to advance Cumulus' mission and serve members as we wrap up our term as a Board CEB VII. The GA in this sense will be an occasion to take stock not only of the year in review, but also present to you an honest balance sheet of where we are leaving goals accomplished and others underway for our community through the strategic plan we set in motion in 2019, [Cumulus at 30](#).

# 01

## The Launch of the New Cumulus Website

Bringing together the three pillars and three C's of our Strategic Plan: **communication**, **collaboration**, and **community**, our Association's website which we launched in its first phase this past December 2021 is undoubtedly one of the most comprehensive and complex initiatives we have tackled as a team with the Website sub-committee of the Board.



As I reflected in my [acknowledgments](#) note the implementation of the **website** represents the outcome of a unique process of collaboration and multi-disciplinary expertise across multiple time zones—a process that reflects the global diversity and distributed nature of our association.

The website was an invitation to shape an up-to-date digital database of visual assets with the Secretariat team and our designers, and to honor the [history](#) of many individuals and contributions over the past thirty years. Our team worked to design a robust information architecture, storytelling, and visual approach for the site that can anticipate future functionality needs for years to come.

I am thrilled the Secretariat will be announcing soon the second part of this digital ecosystem we imagined. Members will be soon able to activate interactive features and use the platform if they wish to feature Cumulus Working Group activities, academic opportunities, and more. Importantly, this website also includes the contemporary design aesthetic of the new Cumulus graphic identity system and brand we presented to you during the last GA. It was a privilege to be a hands-on member of this team which was chaired with a beautiful sense of humor, know-how, and dedication by Robin Turner (South Africa). I trust you are as proud as I am to now navigate through this new shared platform we have.



# 02

## Cumulus Green 2022: Nurturing our Planet

The community pillar of our Plan calls for a process of transformation to make Cumulus more student-centric.



### Nurturing Our Planet

cumulusgreen.org



**Cumulus Green 2022**  
**Jury**  
cumulusgreen.org

**Jury Co-Chairs**

 Rahul Bhattacharya	 Erik Ciravegna	 Dolly Daou	 Lynda Deakin	 Daniel Grushkin	
 Philipp Heidkamp	 Soojin Jun	 Silvana Juri	 Anna Meroni	 Pedro Reissig	
 José Allard	 Anne Pikkov	 Vishnu Swaminathan	 John Thackara	 Xiao Yong	 Francesca Zampollo

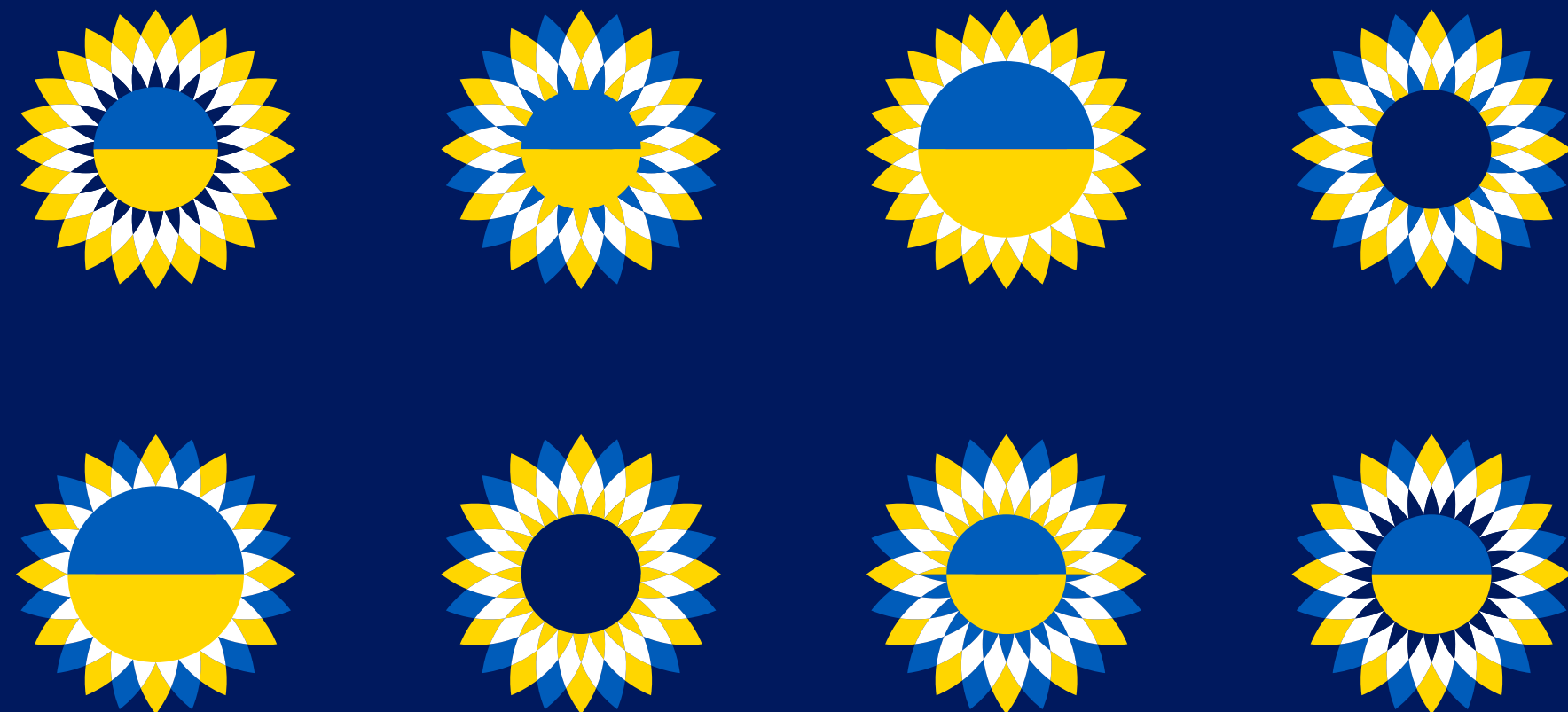
The biennial series of [Cumulus Green](#) competitions aligned with the United Nations' Sustainable Development Goals (SDGs) is one of the core initiatives we have built to encourage the direct engagement of our students across our institutions. The scope and reach of the competition given the enduring impact on our students' focus in the midst of the COVID-19 pandemic was solid. It brought us 194 project submissions, from 60 member schools and 27 countries. We will be unveiling the identity of the **3 winning entries** and that of the many honorary projects during the GA.

José Allard and Anne Pikkov co-chaired this effort and led an international [jury](#) through a rigorous selection process. The competition benefited from the partnership of the OneCreativityClub which lent its expertise and platform to amplify our effort. Thank you to the Secretariat team and Justyna Molik who served as project manager of the process for a second time with unique dedication and skill.

# 03

## Cumulus for Ukraine

Our Board and Secretariat organized quickly to shape this solidarity effort.



It has been very rewarding to mobilize our network and play match-maker to respond to many inquiries from faculty and student refugees fleeing the war in Ukraine. Thank you to the hands-on help desk work of Teemu Leinonen on this project. We are grateful to all of the member institutions who have generously mounted programs of asylum and made them known to our Secretariat to promote. As the war endures, we invite you to continue populating this portal.



# 04

## Cumulus Registration in Finland

In the GA of 2021, my Presidential report included a brief overview of the exploratory work we were commencing on the legal registration for Cumulus, an imperative and essential milestone for the maturing nature and growing scale of our global Association.



Since October 2021, a lot of our Board's energy and work has been dedicated to scoping the opportunities for registration and understanding the implications short and long term as well as engaging with our members in a series of **Town Halls late 2021 to inform and consult the community on this step.** We have summarized the process on our website [here](#).

It has been very important work to get right and we have appreciated the encouragement of our host institution Aalto and the Finnish legal expertise of colleagues who have supported our Board, especially since March 2022 as we shaped the amendments to our Statutes. **Approximately 20% of our total network participated in the process with feedback we have greatly valued** and with insights that are making the end outcome and draft for GA vote stronger. **Thank you to all.**

Please review **the Statutes** document ahead of the GA; I have written an executive summary that guides you through the changes we made since the EGA of April. We have compiled a file with a lot of the co-creation materials produced with legal counsel and member participation during the member Workshops and survey of April that you can review to learn more about the iterative and co-creation aspect of this work.



# 05

## Aalto Service Agreement Renewal

As engaged members know, we have had to work on somewhat of a pressured timeline for the registration given some of the real constraints we have as an Association if we wish to finalize successfully our Service Agreement with our host university, Aalto, before June 30, 2022.



I am pleased to report that the negotiations with Aalto are advancing in a very positive manner and in parallel to the work we have been leading on the revision of the Statutes. I am grateful to VP Philipp Heidkamp and Treasurer Adam de Eyto for taking the lead in ensuring the Association Secretariat will be on solid ground with a draft service agreement in place to be executed as we complete the registration process for our Association with the vote of the amended Statutes at the GA.



# EndNote

Our Association renews approximately a third of the members on the Board every three years, and this GA will mark that important democratic moment for our membership to come together and elect by majority vote those of us they wish to see constitute CEB VIII as the next leadership team of Cumulus for the 2022–2025 period.



I want to celebrate all of the candidates, those of us standing for re-election as incumbents eligible for a second three year term, and the colleagues who are stepping forth as new candidates for the first term in office to bid for the role of President or Board member. I invite you to learn more about the diversity of lived experience and expertise everyone brings to our Association on this [special candidate page](#).

As a volunteer endeavor, participation in the Cumulus Board is first and foremost about service to the field globally. I commend each candidate for throwing their hat in the ring on behalf of our Association. **I also want to salute my colleagues who are stepping down from CEB VII after six years of consecutive service. Thank you.**

My last words are of gratitude, to **SG Eija Salmi** and the Secretariat, and especially to my Board: **Jose Allard, Adam de Eyto, Philipp Heidkamp, Lorenzo Imbesi, Michael Krohn, Teemu Leinonen, Anne Pikkov, Rachel K.B. Troye, Robin Turner and Xiao Yong**. I want to thank each of them for their dedication in serving you these past three years of pandemic and disruption. Our term has represented a period in which I believe our community of members has come together to engage with care, resiliency and collective accomplishment. To all, my sincere thanks.

*Mariana*

**Mariana Amatullo, PhD**  
President, Cumulus Association  
Associate Professor and Vice Provost,  
Parsons School of Design, The New School  
New York, June 6, 2022