Cornell Institute for Healthy Futures

Innovating Across Hospitality, Health, and Design

Cornell University
Rohit Verma, Executive Director
Rohit Verma is the Dean for External Relations, Cornell College of Business, and Singapore Tourism Board Distinguished Professor, School of Hotel Administration at Cornell University. Verma has published more than 75 articles in prestigious academic journals related to service management and business administration and has also written numerous industry reports. He regularly presents his research, participates in invited panel discussions, and delivers keynote addresses at major industry and academic conferences around the world.

R. Brooke Hollis, Associate Director
Brooke Hollis is also associate director of Cornell’s Sloan Program in Health Administration. Hollis spent more than three decades serving in senior management positions, including work in both academic and community medical centers, and serving as president of an entrepreneurial group that developed specialty clinics and provided services for hospitals. As a partner in two mergers and acquisitions advisory firms, he managed transaction and advisory projects in 20 states. Hollis holds an MBA and Sloan Certificate in Health Administration from Cornell and a Master of Architecture and Urban Design from Washington University in St. Louis.

Mardelle Shepley, Associate Director
Dr. Mardelle McCuskey Shepley, B.A., M.Arch., M.A., D.Arch., is a professor in Cornell’s Department of Design and Environmental Analysis. Dr. Shepley is a fellow in the American Institute of Architects and the American College of Healthcare Architects, and is LEED and EDAC certified. Dr. Shepley has authored/co-authored five books focusing on healthcare design and design research. To enhance the link between research and practice, Dr. Shepley has worked in professional practice for 25 years. She is founder of ART+Science, design research consultants.

The mission of the Cornell Institute for Healthy Futures is to provide a multidisciplinary platform for integrating hospitality, health management/policy, and design thinking to enhance service excellence in healthcare, wellness, senior living, and related industries.

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 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.
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

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
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.

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.
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.

If you are interested in becoming a member, please contact Melissa Carlisle '97, Assistant Director, Corporate and Foundation Relations, at mlp1@cornell.edu or 607.255.1078.
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

Sponsorship Opportunities

- Industry Distinguished Seminar Series
- Industry Practicum Projects
- Roundtables
- Hospitality, Health, and Design Symposium
Cornell Institute for Healthy Futures

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