

MIT Alumni Association

“...to further the well-being of the Institute and its graduates by increasing the interest of members in the school and in each other.”

—MIT Alumni Association Constitution, 1875

The Alumni Association has met this year’s challenges—including global economic turmoil and departure of the Association EVP—with a clear sense of priorities and delivered a broad array of services without compromising quality. Association staff, working cooperatively under the leadership of interim EVP Sherwin Greenblatt ’62, SM ’64, achieved several notable accomplishments this year:

- **New EVP**—After a year-long effort, the EVP search committee recommended Judy Cole, who was approved by the Board of Directors and will begin work in early August. Led by past Association president Scott Marks ’68, the committee conducted a robust effort to identify an exceptional candidate. Cole has extensive alumni association leadership experience at Yale and Carnegie Mellon universities.
- **Giving**—Economic conditions contributed to lower giving and participation rates than last year, but the decreases were not as severe as those of many of our peer institutions.
 - **Reunion**—Three classes broke giving records including the 50th reunion class gift of more than \$100 million. Reunion giving totaled more than \$152 million.
 - **Student Philanthropy**—the senior class set a new participation record of 65 percent and the three other undergraduate classes collectively reached 37 percent.
 - **Parents Giving**—The Parents Fund, for the first time, propelled non-alumni parent contributions to more than \$1 million.
 - **Annual Fund Giving**—36,314 alumni, students, parents, and friends contributed \$41,537,939 to the Annual Fund in FY09.
- **Tech Reunions**—This year Tech Reunions 2009 drew the third highest attendance on record and, for the fifth year in a row, the Technology Day program filled Kresge Auditorium. This year’s program brought together three of MIT’s talented faculty: Rebecca Saxe PhD ’03, Pawan Sinha SM ’93, PhD ’95, and Patrick Winston ’65, SM ’67, PhD ’70. They discussed how the brain constructs abstract thoughts, works with the eye when vision is damaged, and how a new understanding of the mind and brain has influenced artificial intelligence.
- **New Web Sites**—The new MITAA Web site launched with an innovative marketing event—the Mystery Hunt-style Retrocogitator Puzzle that involved more than 725 alumni worldwide. MITAA also partnered with Resource Development to launch a new version of the Giving to MIT site.
[link <http://alum.mit.edu/>]
- **Social Media**—The Slice of MIT blog, launched in February, attracted more than 57,000

views by June. We also expanded the official MIT Alumni LinkedIn (8,000+ members) presence and launched new efforts that showed quick growth: Facebook now has 2,500+ fans and Twitter, 1,000+ followers. These social media sites are now creating daily dialogues with alumni.

[links: <http://alum.mit.edu/news/AlumniNews/Archive/socialmedia.jsp>]

- Education and Networking—The View from the Top panels in Boston, London, and New York featured accomplished alumni sharing high-level industry insights plus terrific networking. This series pioneered a new approach that showcased accomplished alumni, received funding from an alumnus, and built the value of the alumni network.
- Career Focus—New alumni resources include a Career Transitions Web page, compiled and updated during the year, that offered job hunting tips, peer mentoring through the Institute Career Assistance Network, and Web-based video tutorials on how to find jobs posted by alumni and how to use the Online Alumni Directory to network.
- TR Digital Campaign—Launched in coordination with *Technology Review*, this multimedia campaign encouraged alumni to choose the new digital version of the alumni magazine with the goal of cost savings and greener operations. More than 5,000 alumni opted in during the first four months and the campaign continues.
- MIT Enterprise Forum—The forum added new international chapters in Colombia and Bangalore and a new U.S. chapter in Phoenix, AZ. The chapters held 259 events reaching some 80,000; the six global broadcasts were viewed nearly 300,000 times in person or online.
- 600 Memorial Drive—The Association, along with Resource Development, moved from multiple locations into the renovated 600 Memorial Drive building, a move that is sparking greater collaboration and effectiveness. The Core Move Team won an MIT Excellence award for innovative solutions.
 - Business Process Synergies—With the move, the AA and RD combined training for support and administrative staff for HR policy updates and professional development. For FY10, they identified deeper synergies with finance, administration, and human resource management; a new shared services model is set to be introduced in late summer 2009 and fully implemented during FY2010.
- As a result of Email Forwarding for Life (EFL) board committee efforts, the IS&S staff worked closely with MIT's IS&T team to implement a new spam solution for all EFL users, Symantec's Brightmail.
- FY2009 Financials—Through careful planning and prudent cost control efforts by the senior managers and staff, the Association closed the 2009 fiscal year with a surplus of \$477,000. This allowed savings to the Association's Reserves of \$400,000 and return of \$77,000 to MIT.
- FY2010 Budget—To meet the Institute mandate, senior managers successfully managed FY10 reductions that preserved strengths and minimized impact to services and staff.

A Growing Alumni Network

MIT's alumni body includes some of the brightest and most accomplished professionals in the world. Many are stars in engineering, computing, economics, management, and a host of other fields. Many are also community builders and loyal volunteers for the Institute. And their numbers continue to grow. As of June 2009, living alumni totaled 122,239. Alumni are evenly divided between those who hold undergraduate degrees (and, perhaps, graduate degrees) and graduate-degree-only alumni. Thanks to continuous efforts to gather email and mail addresses, we can contact 93 percent or 114,255 alumni. Of these alumni, 19 percent are female. Some 95,236 alumni live in the U.S.: 20,894 in Massachusetts; 16,358 in California; 8,106 in New York, 3,791 in Virginia; and 3,751 in Texas. Some 15,967 alumni live outside the U.S.: 1,563 in Japan, 1,515 in Canada, 1,113 in the UK, 996 in France, and 570 in India. A total of 1,026 alumni live in China and Hong Kong combined.

A new affinity group, the MIT Military Alumni Association (MITMAA) was formed and approved by the board in March. The group invites past and present military personal as well as alumni with interests in defense and related industries to join. At the June 5 Joint Commissioning of the ROTC graduates, the MITAA presented a cake to celebrate the new officers' graduation and the group's founding. The head of the U.S. Central Command, Gen. David Petraeus, praised MIT's historic support of the military before he administered the oath of office to the Class of 2009 graduates—including his son Stephen. Learn more on the [MITMAA Web site](http://alumweb.mit.edu/groups/mitmaa/BrowseWeb.do?webSiteId=SI001341&webPageId=P001):
<http://alumweb.mit.edu/groups/mitmaa/BrowseWeb.do?webSiteId=SI001341&webPageId=P001>

A well established affinity group, Black Alumni of MIT ([BAMIT](#)), celebrated its 30th anniversary in April. Honoring what Chancellor Phil Clay PhD '75 called "a deep and relevant history," more than 100 members held a semi-formal dinner in the Picower Institute Atrium. The event's theme, "Where Art Meets Science: Celebrating Past, Present, and Future BAMIT Accomplishments," included commentary by an MIT professor, a visual effects artist, and a saxophonist.

<http://alum.mit.edu/news/AlumniNews/Archive/bamit.jsp>

Volunteers are essential to the Alumni Association's mission to connect alumni to one another and the Institute. In FY09, 9,664 volunteers worked for MIT and the Association, including 8,356 alumni and 1,308 non-alumni. Of these, 3,182 volunteers were donors to the annual fund. Their roles ranged from traditional volunteer jobs, such as educational counselors or class and club volunteers, to newer roles such as mentors for MIT's Community Catalyst Program, a new innovative leadership development experience which pairs juniors with alumni mentors.

This year we saw increases in the number of club volunteers, events, and membership. Our clubs volunteer base increased significantly growing by 15 percent from 1,027 volunteers to 1,179 volunteers, including a 3 percent rise in graduate alumni volunteers. Club membership increased this year to a total of 8,035 club members, up from 7,723 in FY08, although membership for the major market cities generally declined.

Annual Giving

Despite the dire economy and a predictable dip in giving, the Annual Fund achieved several new records.

A standing ovation greeted the announcement of the Class of 1959's reunion giving total announced during the Technology Day Luncheon in Johnson Athletic Center, June 6. The 50th reunion class had given more than \$100 million, a new class record thanks to gifts from 68 percent of the class. Other new records included the 25th reunion class gift of \$12,355,344 coming from 64 percent of the Class of '84, and the 25th reunion class gift of \$12,355,344

coming from 64 percent of the Class of '84. Reunion giving totaled more than \$152 million. The senior class gift broke new ground with a record 65 percent of the class contributing nearly \$12,000.

The MIT Parents Fund has reached \$1 million in capped gifts (meaning that no more than \$100K of any one gift counts toward that total) for the first time EVER in MIT's history. Led by Charlie and Carol Herder P'09, the Parents Fund Committee literally rallied June 30—the last day of the fiscal year—to raise more than \$26,928 to put the Parents Fund over the top.

The board voted to change the name of the MIT Alumni Fund to the MIT Annual Fund reflecting the fact that we now count parents, students, and friends as well as alumni as donors in the MIT Annual Fund. Under these new crediting rules, realized bequests are also included in the dollar total. For example, the FY09 numbers under the old crediting system counted 32,439 donors making gifts of \$39,300, 970. Under the new crediting rules, the FY09 numbers are 36,314 donors giving \$41,537,939.

Membership in the William Barton Rogers Society (WBRS), a group honoring annual donors giving at leadership levels, totaled 4,366 donors, a 9 percent decrease from FY08. However, six WBRS events, up from four in FY08, drew strong audiences. Events included a New York City gathering hosted by Association president-elect Ken Wang '71, a Family Weekend Gray House reception, and a Physics/WBRS reception in Southern Florida hosted by Riccardo DiCapua '72. An Atherton, CA, reception hosted by Raymie Stata '90 drew 175 attendees; a post-Tech Night at the Pops reception attracted more than 200, and the Alumni Leadership Conference reception included 250 members and guests.

The Participation Factor, an Annual Fund campaign to increase the number of donors, worked closely with the Campaign for Students to generate gifts for scholarships, fellowships, student life, and other campaign goals. Hence, the Participation Factor marketing served as a companion to Resource Development's Human Factor marketing. While the year started strong, alumni participation dropped along with other results after October 2008. Undergraduate participation reached 34 percent, and 22 percent of graduate alumni made gifts. The inaugural Grad Gift campaign, developed in partnership with Steve Lerman '72, SM '73, PhD '75, the Graduate Student Council, and alumnus challenger Ani Chitaley ScD '68, reached 10 percent.

Campus Engagement & Collaborations

Every year the Alumni Association works closely with academic and administrative departments in diverse ways. The Alumni Association is a strong partner, building bridges between MIT and alumni worldwide.

Outreach to students on campus remains a high Association priority. We aim to acquaint students with their benefits before and after graduation, engage them in supporting MIT priorities, and connect them with alumni who may become their employers, mentors, or friends. A total of 50 students were selected for the Terri and Alan Spoon '73 Community Catalyst Leadership Program to work with MIT faculty and staff who serve as professional development coaches. Senior Week attracted 401 participants, a decline from last year's 563. However some events were a hit. The bonfire at Sandy Neck Beach in Barnstable sold out and had a wait-list of over 175 students. The Student/Alumni Externship Program, a popular option for January work experiences, went global for the second year, with students placed in Brazil, Saudi Arabia, and elsewhere. The program placed more than 245 students on the job with 155 alumni hosts in positions such as partnering with an assistant professor at the University of California-San Diego and working as an

economics analyst at NERA in New York.

The Association strengthened connections to MIT by inviting alumni back to campus. Each year thousands refresh friendships, visit familiar haunts, and hear faculty describe their latest discoveries. Tech Reunions 2009 drew 3,170 alumni and guests—the third highest attendance on record—to 140 events including the 112th Tech Night at the Pops, which featured the performance of “Rhapsody in Blue” by pianist Jennifer Lai ’11 and Aaron Copland’s “Lincoln Portrait” narrated by Robert Muh ’59.

This year’s Alumni Leadership Conference, September 19-20, celebrated Innovation with 35 workshops, committee meetings, and special events. More than 450 MIT alumni and guests from 29 states and ten countries gathered to reengage with the Institute, gain exclusive information on MIT initiatives and innovations, and honor outstanding volunteers. President Susan Hockfield delivered the keynote address highlighting how MIT inspires innovation. Other highlights include a K-12 outreach workshop and a robust, collegial Q&A with Toni Schuman ’58, Don Shobrys ’75, and Jeff Newton.

Family Weekend 2008, October 17-19, drew 2,175 people from 696 households to campus for activities such as concerts, class visits, and a luncheon lecture by Nobel laureate and Institute Professor Emeritus Jerome Friedman HM entitled “Are We Really Made of Quarks?”

The FSILG community now includes largest number of both undergraduates and alumni in MIT’s history. Our newest sorority, Pi Beta Phi, successfully established a chapter; Sigma Phi Epsilon fraternity has reconstituted its chapter; and Sigma Alpha Epsilon has petitioned to establish a colony. All six sororities, SAE, and half of the remaining FSILGs are establishing alumni advisory boards to gain alumni counsel on improving chapter operations.

The campus-wide 50th anniversary celebration of the legendary measurement of the Mass. Ave. bridge—using fraternity pledge Ollie Smoot ’62 as the yardstick—was held October 4, 2008. MIT community festivities include a repainting of the bridge; a performance by 1950s group, the Platters; and a festive ’50s party at the MIT Museum. This celebration, primarily sponsored by MIT Club of Boston, the Class of 1962, and Lambda Chi Alpha fraternity, is the result of collaborations across MIT. During Tech Reunions, 22 living groups held receptions, versus ten in FY08.

The Association was directly involved in helping alumni understand the Institute’s budget reductions and their impact. Communications staff reviewed President Hockfield’s letters to the community, processed the email letter, and responded to the 130 alumni who responded. We worked closely with the director of athletics to communicate with alumni after the announcement of cuts in varsity team sports. Staff took part in a conference call involving 80; clear explanations of the decision-making process helped to alleviate alumni concerns.

Many Alumni Association departments collaborate with campus groups such the Educational Council, Lemelson-MIT Program, Public Service Center, Resource Development, President’s Office. In particular, our work with Margaret Dimock in Resource Development and the school development officers in Brain and Cognitive Science and the Picower Institute for Learning and Memory in Florida faculty seminars proved to be an effective collaboration and resulted in strong club and cultivation events in Palm Beach, South Florida, and Southwest Florida. Combined MITAA/Clubs program—such as Toast to IAP in January 2008 and Summer Send Off events in July-August 2008—continued to grow or maintain despite the decrease in staff. Eleven more

clubs hosted a Toast to IAP event in FY09 than in FY08.

We continued to support student energy efforts through outreach and advice to the MIT Energy Club and Sustainability@MIT. We were a partner to the First Annual Sustainability@MIT Conference, which attracted over 300 people, including approximately 75 alumni.

The MIT Enterprise Forum presented a half-day Alumni Leadership Conference (ALC) workshop with the participation of these groups: MIT Entrepreneurship Center, Deshpande Center, Venture Mentoring Service, Global Startup Workshop, MIT \$100K Competition, Science Engineering and Business Club (SEBC), Student Alumni Programs, MIT Energy Club, Science Policy Initiative and E-Week, and Techlink. The forum engaged MIT student groups to produce an entrepreneurial program for Family Weekend titled “From Freshman to Founder” for an audience of some 75 parents and students.

The MIT Inspirational Teacher Award was re-established in 2009—in a collaborative effort between the Alumni Association, the Public Service Center, and the MIT Lemelson Program—to engage current students, alumni in local clubs, and inspirational teachers. The 34 honored teachers included one from Kenya who made his first trip to the U.S. to receive the award at Commencement.

The monthly e-newsletters, *Tech Connection* for all alumni, and *Volunteer View* for volunteers, deliver digests of key Institute and Association news along with alumni news and featured volunteers.

The Association hosted more than 120 alumni association professionals from peer universities for the IvyPlus Alumni Relations conference. Presentations by MIT faculty, staff, and guests focused on social networks and the future of alumni associations, education, and work. Many more Association staff were able to learn from this conference because it was held on our own campus. Another benefit was the revival of a Boston-based IvyPlus professional group.

Online and Social Media Outreach

The new MITAA Web site, launched in August, provides a primary communication vehicle linking the Association and its audiences. The Association site currently receives more than 52,000 unique visitors a month for an annual rate of 6.1 million Web page hits. For the third year, Do-It-Yourself IAP, a self-directed sample of learning opportunities, invited alumni to re-live the January tradition. Quick Take, a bi-monthly themed digest of news and information, consistently draws strong interest from online readers.

Launching the new Web Site was just the beginning of making it an effective communications tool. We developed a way to get alumni to explore the site extensively and to provide feedback on new features. With the help of four undergraduate student puzzle masters, we created a highly interactive Retrocogitator Puzzle Challenge combining the tradition of the Mystery Hunt, using several notable alumni and their Web sites as clues, and using online tools to explore the new Association site to solve the puzzles. Some 725 alumni and students participated in 460 teams. Speed prizes went to teams that finished in 7, 12, and 13 hours. We received dozens of compliments on the puzzle challenge, obtained feedback from alumni on site functioning, and had a very positive work experience with the student developers.

The Association Web site provides an increasingly diverse array of multimedia. Technology Day was Webcast live and alumni can view the archived version at any time. The London View from the Top event, a new series that features expert alumni, is available as an online video. Editors of

the new online MIT Enterprise Forum publication *Link* created a five-minute video clip of Chairman Rich Kivel telling the forum's story. A collaboration of several Association offices worked with campus groups to produce two videos now available online: "Sustainability at MIT: Greening MIT's Campus and Beyond" and "Solar: Igniting the Revolution at MIT." The videos received thousands of views on MIT's TechTV as well as more than 6,000 views on TechTV's YouTube Channel.

Alumni interest in career information drove participation in the official MITAA LinkedIn page, which grew from 3,000 to more than 8,000 members between January and June. We obtained official status, which affords greater quality control on membership. The alumni job posting board drew 58,900 Web page hits this year and a total of 656 jobs were posted. Alumni had access to 3,472 Institute Career Assistance Network (ICAN) advisors, denoted in the Online Alumni Directory. A Career Transitions Web page provided quick access to Association career tools, tips on job-hunting and stress reduction, links to MIT educational opportunities, faculty commentary on the financial crisis, and an Association article titled "Starting Up When the Economy Is Down."

The Association's entry into social media this year drew a strong positive response from alumni, including these results in the first four months:

- Facebook: More than 2,500 alumni became fans of our Facebook page to see and contribute news, events, photos, videos and comments.
- LinkedIn: We have more than 8,000 verified LinkedIn members who network with other alums, post or search for a job, and comment on news items, links, and discussions.
- Twitter: More than 1,000 alumni fans can receive early alerts of MIT news, find friends and new connections, and re-tweet or pass on cool items.
- Slice of MIT blog: Slice has attracted some 57,000 views of stories about MIT culture, research, alumni news, campus life, and our blog roll.

The MIT Enterprise Forum stimulated viral marketing efforts via social media: Twitter reached 716 members; Facebook, 464 members; LinkedIn Global Group, 982 members; and a LinkedIn Volunteers-Only Group, 303 members. The MITEF Global Mailing List, launched in 2005, now communicates with 2,413 members.

We work closely with *Technology Review* on both print and online publications. We developed a strategic set of 30 profiles that portray our diverse, intellectually lively, and accomplished alumni worldwide. In the Alumni Connection pages, we publish features that underscore Institute priorities, alumni accomplishments, and Association news. This spring we co-developed a marketing campaign to promote *TR Digital*, a new online version of the magazine that provides the complete print content plus links and interactive material. Within six weeks, some 5,000 alumni had signed up for the new program, which is designed to save money and contribute to green operations.

We began educating staff on strategic aspects of Web 2.0 via Social Media Maven commentary in the weekly Association Update and through a series of Webinars for entire staff.

National and Worldwide Connections

Across the U.S. and worldwide, alumni groups unite MIT graduates in personal and professional circles. Some 139 events sponsored through the alumni education program either directly or in

partnership with clubs reached 9,937 alumni and guests. Increasingly, alumni are taking the podium as well as faculty to share expertise and build connections among alumni. At events worldwide, 149 speakers took center stage including 67 alumni, 68 faculty, and 14 MIT administrators and staff including President Hockfield. This year 33 faculty, senior MIT administrators and alumni spoke at 32 international events.

Alumni clubs, numbering 48 in the U.S. and 41 abroad, presented more faculty speakers this year, although to fewer went to domestic clubs. Faculty seminars were held at 37 domestic venues, down from 56 last year, and at 24 international sites, up from 19 last year. Alumni seminars totaled 143 this year vs. 157 last year. President Hockfield was the featured guest at five events including Club of Singapore's successful 25th anniversary celebration. Our global reach was boosted by the number of clubs who have active Web sites: 74 this year vs. 72 last year. The number of clubs using Alumni Site Builder (ASB) remained the same at 48. In January, clubs hosted 43 Toast to IAP sites in the U.S. and abroad with over 1,000 attendees, an annual gathering of MIT's most recent graduates worldwide. Alumni clubs continue to support the Science and Engineering program for teachers; and 18 alumni clubs supported 35 teachers attending the program this year.

Alumni arrived on campus for Tech Reunions 2009 from 45 states, Washington, D.C., Puerto Rico, and the Virgin Islands, plus 18 countries including Guatemala, South Africa, and Lebanon.

Several career-focused events were popular this year. An event west of Boston drew more than 135 people and a MIT Club of New York gathering provided career counseling to more than 300 alumni.

View from the Top, a new program series held this year in Boston, London, and New York, capitalized on the value of the MIT network by having alumni provide the intellectual content rather than the faculty. Each gathering included a comfortable networking environment and a panel of three speakers plus a moderator drawn from senior-level alumni. All three cities there were sell-out programs and, working in collaboration with Resource Development, we were able to benefit the stewardship and cultivation of key alumni donors. The success this year encourages us to plan more programming with the spotlight on alumni themselves.

The 24 MIT Enterprise Forum chapters held 259 events with over 22,000 attendees and more than 900 speakers including President Hockfield who made her first forum address to the Pittsburgh chapter. Some 1,200 volunteers were involved, including about 360 chapter executive committee members. The total audience outreach was over 80,000.

The MIT Enterprise Forum Global Office produced six global broadcasts, with a combined event audience of 4,129. Total viewing site numbers for the year were 145, including 27 international sites (19 percent). Global broadcast podcasts were downloaded 6,667 times and the MIT World-streamed global broadcasts were viewed 288,626 times during this year.

This year the MIT Enterprise Forum provided direct strategic advice, marketing, and conference management support by serving on the board of advisors for the MIT Global Startup Workshop, held in March in South Africa. The forum was also invited to be one of ten formal partners for Kauffman Foundation's Global Entrepreneurship Week in November 2009.

The Association also helped facilitate 45 Summer Send-Off events, including nine international gatherings, to welcome new undergraduate and graduate students to the MIT community.

The MIT Alumni Travel Program hosted trips for 446 travelers in FY09. The program boosted

alum-to-alum interactions with gatherings at 10 locations, both domestic and international, with approximately 45 local alumni and 125 travelers participating, making many fresh connections. Trips custom-built for the MIT community included England's Industrial Revolution program, which was inspired and led by Science, Technology, and Society Program Director David Mindell PhD '96. Another custom-built program was Las Vegas: Inside Out, led by MIT Visiting Lecturer Dr. Aseem Inman. A trip highlight included a behind-the-scenes tour of Caesar's Casino by president & CEO of Harrah's Entertainment Dr. Gary Loveman PhD '89. MIT Professor Dava Newman SM '89, PhD '92 led the Inside the Russian Space Program trip, which included watching the launch of the Soyuz Space Capsule.

Strengthening the Infrastructure

The Association's focus on online tools and a robust computing infrastructure protects alumni privacy and supports the development of a global community.

This year we made over 15 enhancements to SmarTrans, the Association's custom event and dues registration system that allows discount member prices, alumni look-up for registration, ticket limits, and reports. SmarTrans was used for 805 events by 98 unique groups—a 13 percent increase—serving 23,557 registrants, an increase from 87 groups and 22,940 registrants in FY08.

During FY09, our major Web sites were re-launched—the main Association site and the Giving site, which was revamped in partnership with Resource Development. Both sites leveraged content management systems to facilitate ongoing maintenance, to enhance design and features, and to streamline content and navigation. These improvements aim to improve the alumni and campus community Web experience.

The travel program adopted new software program, ViaTour, to help centralize traveler and vendor contact information, reservations systems, logistical information, marketing, and budget information. We have found this new database to be a very useful tool.

Other achievements:

- All major event registration processes now use the same platform (reunions, ALC, and Family Weekend), including development of over 20 reports for ALC in Advance.
- A Google Maps proof of concept provided a visual overview of the distribution and location of donors, volunteers, and reunion registrants.
- Migration from Hitbox (for fee) to Google Analytics (free) for site analytics.
- Customized WordPress site for Ivy Plus alumni relations and communications conference hosted at MIT.
- Pilot one-way data feed to the Club of Northern California Kintera club site.
- Consulting services to the Idea Bank and other 150th anniversary cross-departmental teams across MIT.
- Launched Release Notes page on Association site for volunteers, featuring the latest enhancements and bug fixes to our site and our use of third party sites such as LinkedIn.
- In data management, we updated metrics and volunteer pieces of DBSTATS, converted reunion registration to FileMaker database, and maintained digital subscriptions of

Governance Matters

The Alumni Association Board of Directors was led by President Toni Schuman '58, who concurrently became an ex officio member of the Corporation. She began her career in the infancy of the computing industry and worked for several computer manufacturers developing hardware and software, and then spent 27 years in the defense industry, first at Litton and then at TRW. She built Tacfire, the first automated battlefield system, as well as numerous command and control systems for the U.S. Army, and she worked on several classified projects. She retired in 1996 but continues to consult. Schuman has served as president of the MIT Club of Southern California and on the Alumni Association Board. She has been a member of the MIT Corporation and five visiting committees; she remains active on the DAPER Visiting Committee. She received the Lobdell Award in 1985 and the Bronze Beaver in 1994.

During the year, Schuman traveled to Lebanon, Jordan, and British Columbia, Canada, to visit alumni communities. Kenneth Wang '71 became president elect and Sherwin Greenblatt '62, SM '64 served for a year as interim EVP and CEO.

Under Schuman's leadership, the Board of Directors took these actions:

- Accepted the resignations of Beth Garvin HM, EVP and CEO, and Monica Ellis '91 director of the Annual Fund.
- Selected Judith M. Cole as the new executive vice president and CEO.
- Changed the name of the Alumni Fund to the Annual Fund.
- The K-12 STEM Education ad hoc committee investigated alumni involvement in this area and the board of directors approved a modest start-up plan involving campus collaborations and a pilot relationship with FIRST.
- Considered alumni activities in conjunction with the celebration of MIT's 150th anniversary.
- The Energy, Environment, and Sustainability ad hoc committee studied the role of alumni in these activities. A survey of some 7,000 alumni revealed that 38 percent were engaged in energy-related activities outside of their employment, and 28 percent were considering a career change to energy- and environment-related fields.

The Alumni Association continues to serve a significant role in MIT governance. The Alumni Association Selection Committee nominates one third of the MIT Corporation term members. Of the 74 voting Corporation members, 55 hold MIT degrees and an additional four are honorary members of the Alumni Association. The three alumni nominees appointed to the Corporation in FY09 were Alejandro Padilla '94, Cleve L. Killingsworth '75, and Antonia D. Schuman '58. Five young alumni, one elected each year, are chosen by their peers. Raja H. R. Bobbili '08 was the recent graduate elected in FY09. Alumni also share their expertise on the Institute's 31 visiting committees: 414 of the 579 visiting committee positions were filled by alumni and more than 375 such nominations were made this year.

Budget Summary and Personnel Update

In FY09, the Association's total expense budget was \$11,851,330. The Institute provided general

budget funds of \$10,957,080 for Association programs, which included \$1,905,540 allocated for subscriptions to *Technology Review* magazine. The budget was balanced with \$400,000 from the Association's reserves and \$457,100 from program revenues. As noted above, the Association closed the 2009 fiscal year with a surplus of \$494,250.

The Association's total head count at the end of FY09 was 86 (two are on hold). Fifteen people left the Association, thirteen were hired, and ten promotions were awarded.

Sherwin Greenblatt '62, SM '64
Interim Executive Vice President and Chief Executive Officer

More information about the MIT Alumni Association may be found at <http://alum.mit.edu/>.

APPENDIX

Alumni Association Board of Directors FY2009

President

Antonia D. Schuman '58

Vice Presidents

Joseph Harrington III '61, SM '63, ScD '66

William B. Lenoir '61, SM '62, PhD '65

Cordelia M. Price '78, SM '82

James D. Shields '71, SM '72

Directors

Bruce N. Anderson '69, MAR '73

District 1

Darcy D. Prather '91

District 2

Eleanore G. Klepser '66

District 3

Thomas D. Halket '70, SM '71

District 4

Teresa C. Nolet '78, SM '79

District 5

Natalie M. Givans '84

District 6

Jesse M. Abraham '77

District 7

John J. Carney '76

District 8

Thomas Glen Leo '75

District 9

Ning P. Drako '90, SM '94

District 10

Nicolas Elie Chammas SM '87

District 11

Adrian E. Gonzalez SM '97

District 11

Young Alumni Directors

Quinn E. Goldstein '99

Tamra L. Johnson '01

President Elect

Kenneth Wang '71

Past Presidents

Harbo P. Jensen PhD '74

Martin Y. Tang SM '72

Members-At-Large

Donald E. Shobrys '75, *Chair, Annual Fund Board*

Richard P. Kivel, *Chair, MIT Enterprise Forum Board*

Ex-Officio

Sherwin Greenblatt '62, SM '64, *Interim Executive Vice President and CEO*

Diana T. Strange HM, *Secretary*

Secretary

Diana T. Strange HM

Committees of the Board

Finance Committee

John J. Carney '76, *Chair*

Nicolas Elie Chammas SM '87

Natalie M. Givans '84

Eleanore G. Klepser '66

James D. Shields '71, SM '72

Kenneth Wang '71, *Ex-officio*

Sherwin Greenblatt '62, SM '64, *Interim Executive Vice President and CEO*

Diana T. Strange HM, *Secretary*

William J. Fitzgerald, *Director, Finance & Administration*

Presidents Committee

Antonia D. Schuman '58, *Chair*

Harbo P. Jensen PhD '74

Martin Y. Tang SM '72

Kenneth Wang '71

John J. Carney '76, *Ex-officio*

Sherwin Greenblatt '62, SM '64, *Interim Executive Vice President and CEO*

Diana T. Strange HM, *Secretary*

FY09 National Boards and Committees

MIT Annual Fund Board

Donald E. Shobrys '75, *Chair*

Annalisa L. Weigel '94, '95, SM '00, PhD '02, *Past Chair*

John M. Begg '78

Gary Brackenridge '97

Riccardo J. DiCapua '72

Manuel Fernandez '82, SM '82
Walter P. Frey '56
John J. Golden, Jr. '65
Bhuvana K. Husain '00
John E. Plum '74
Eben Louis Scanlon MBA '04, SM '04
Mike Scott '73
John S. Seo '88
Brendan J. Smith '06
Surekha Trivedi '96, SM '99
R. Robert Wickham '93, SM '95
Jennifer Yang '97

Members-At-Large

Gerald M. Appelstein '80, *Chair, William Barton Rogers Society*
Douglas G. Bailey '72, SM '74, ME '75, *Chair, Goals Committee*
Carol C. Herder P '09, *Co-Chair, Parents Fund*
Charles H. Herder P' 09, *Co-Chair, Parents Fund*
Oaz Nir G, *President, Graduate Student Council*

Ex-Officio Members

Jeffrey Newton, *Vice President for Resource Development* (non-voting)

Antonia D. Schuman '58

Theresa M. Stone SM '76, *Executive Vice President and Treasurer for MIT* (non-voting)

Committee of the MIT Annual Fund Board

Goals Committee

Douglas G. Bailey '72, SM '74, ME '75, *Chair*

Gerald M. Appelstein '80

John M. Begg '78

Gary Brackenridge '97

John J. Golden, Jr. '65

Dong Joo Ha '85, SM '87

John E. Plum '74

Donald E. Shobrys '75

Jay Timon SM '98

Annalisa L. Weigel '94, '95, SM '00, PhD '02

Awards Committee

Jorge E. Rodriguez '60, SM '61, ScD '68, *Chair*

Gregory K. Arenson '70

Brit J. d'Arbeloff SM '61

Marvin C. Grossman '51

Dale Schain Krouse '71

Gregory E. Moore '73

Committee on Nominations to Corporation Visiting Committees

John Paul Isaacson '69, *Chair*

Carliss Y. Baldwin '72

Elisabeth M. Drake '58, ScD '66

Jonathan M. Goldstein '83, '84, SM '86

Mark P. Gorenberg '76

Kenneth R. Horner '69, SM '72

Mark E. Lundstrom '91, SM '93

Hyun-A C. Park '83, MCP '85

MIT Enterprise Forum Board

Richard P. Kivel, *Chair*

Laurie Dean Baird SM '92

Joost P. Bonsen '90, SM '06

James L. Brown SM '70

David L. Coombs '91

Vanessa Layton Green MNG '08

Joseph G. Hadzima, Jr. '73, SM '77

Elizabeth Frank Jones

Ludmila Kopeikina SM '90

Andrew Macey

Linda S. Plano '82

Howard W. Rhee '97

Patrick Robinson

Lori Smith

Kenneth C. Zolot SM '95

Technology Day Committee

G. Mead Wyman '62, *Chair*

Frank R. Bentley '02, MNG '03

Robin M. Chase SM '86

Paul D. Edelman '78

William A. Frezza '76, SM '78

Ping-Shun Huang '94, MNG '95

Marissa C. Martinez '82, SM '02

Christopher Resto '99

Stever Robbins '86

Kimberly A. Vermeer '82

Alumni Association Selection Committee

Claude W. Brenner '47, SM '48, *Chair*

Dedric A. Carter '98, MNG '99, Seat #1

Joan M. Coyne '87, Seat #2

Kim L. Hunter '86, Seat #3

Reginald Van Lee '79, SM '80, Seat #4

Kristin Schondorf '91, SM '92, Seat #5

Leslye Miller Fraser '78, SM '80, Seat #6

Robert L. Satcher, Jr. '86, PhD '93, Seat #7

Lola M. Ball '91, SM '92, Seat #8

Robert E. Anslow '54, Seat #9

Evan D. Matteo '94, Seat #10

Ellen Sue L. Ewald SM '89, Seat #11

Alumni Association Award Winners

The MIT Alumni Association Board of Directors honors extraordinary volunteers and groups at the Alumni Leadership conference Awards Dinner in September 2009; they were selected in FY09. Honorary members are recognized at the Technology Day luncheon in June.

2009 Alumni Association Awards

Bronze Beaver Award

Highest Association Honor for Individuals

Joseph G. Hadzima, Jr. '73, SM '77

Patrick J. McGovern, Jr. '59

Dana G. Mead PhD '67

Henry B. Kane '24 Award

Exceptional Service in Fundraising

Claude L. Gerstle '68

Bhuvana K. Husain '00

Mike Scott '73

Robert E. Vernon '63, SM '65

R. Robert Wickham '93, SM '95

Harold E. Lobdell '17 Distinguished Service Award

Outstanding Service in Alumni Relations

Norman C. Bedford '38

John J. Carney '76

Paul D. Edelman '78

Max E. Gellert '48

Lawrence J. Krakauer '63, SM '64, PhD '70

William B. Lenoir '61, SM '62, PhD '65

Gail H. Marcus '68, SM '68, ScD '71

Mary V. Motto '93

Kimberly A. Vermeer '82

George B. Morgan '20 Award

Recognizes Excellent Educational Council Activity

Martin Aboitiz '79

O. Reid Ashe, Jr. '70

Alice E. Campbell '78, SM '79 and Fred S. Tsuchiya '76, SM '78

Robert K. Fritzsche '73

Charles R. Gilman '87 and Wendy Cone-Gilman '87

Will Hoon '87

Christine H. Taylor-Butler '81

Presidential Citation Award

Highest Association Honor for an Organization

Class of 1983 Reunion Gift Committee

Class of 2008 Senior Gift

LAMIT Ibero-American Conference

MIT Enterprise Forum Branding Committee

Women's Crew 35th Reunion Celebration

Honorary Membership

Extraordinary Service to the Association or the Institute

Joanne Cummings

Cheryl N. Vossmer

Clarence G. Williams

The Volunteer Honor Roll of Service, launched in FY2004 to acknowledge exemplary volunteer service performed within a current year, continues to be a valuable rewards and recognition tool for the Association. This year, a total of 18 alumni and friends of MIT were selected for the Honor Roll of Service, and their names were added to the online roster of volunteers posted on the Association Web site.