



## Overview

For the MIT Alumni Association (MITAA), Fiscal Year 2023 was a year focused on presidential transition, reawakening our alumni community from Covid “hibernation,” and creating a strategic plan to carry the MITAA from 2023 to 2026.

With those priority areas in mind, the MITAA also continued its programming, events, and annual fundraising efforts. Results were strong, with the Association surpassing its initial FY2023 alumni engagement goal\* by five points, reaching 60 percent as the fiscal year ended on June 30.

The collaborative Alumni Association professional team, in partnership with leadership volunteers and stakeholders across campus, engaged deeply with the presidential search process, transition, and ultimate inauguration of President Kornbluth; went on the road to meet with regional clubs and communities to jumpstart activities and involvement; pushed hard to yield solid fundraising results despite economic headwinds and MIT leadership transition; listened to and managed alumni sentiment in a variety of ways; and made a host of other investments small and large in the well-being and strength of our MIT alumni community.

Through a collaboration between the Strategic Plan Refresh Ad Hoc Committee, composed of current and past MITAA Board members and the MITAA’s leadership team and staff, the Association created SP26—a strategic plan for the next three fiscal years. The plan builds around three equally important pillars: Community, Philanthropy, and Culture. With prioritized cohorts and outcomes, the plan offers a structure and path for the years ahead, and simultaneously offers flexibility as MIT’s vision adjusts with new leadership.

With optimism for the future, the MITAA submits the following detailed report on the year just completed.

\*The MIT Alumni Association measures the engagement of its alumni in three ways: face-to-face; philanthropic; and virtual.

## FY23 MIT Alumni Association Highlights

### Events

- The MITAA supported over 900 in-person and virtual events attended by over 32,000 unique registrants.
- MIT Tech Reunions, MIT's largest gathering of alumni each year, welcomed over 3,200 alumni and guests to campus featuring over 100 individual events.
- Newly inaugurated MIT president Sally Kornbluth participated at a fireside chat with MIT Alumni Association president Stephen Baker '84, MArch '88 at Technology Day during Tech Reunions—a program that also featured a video from two ISS-based MIT alumni astronauts.
- More than 20 events were produced for undergraduate alumni classes in nonreunion years.
- Four events were co-presented by the Cardinal & Gray Society, which includes MIT alumni who have reached their 50th-reunion milestones and older, and the Emma Rogers Society, which welcomes the widows and widowers of community members, drawing over 700 registrants.
- More than 3,900 registered for the virtual MIT Alumni Forum series, which featured MIT faculty discussing topics such as the imaging of the human brain and the new frontiers of science we are discovering about the human microbiome.
- The MITAA piloted Serve and Celebrate events in Houston, San Diego, and Philadelphia, which saw more than 175 alumni and friends participating in community service projects.
- The Association cohosted Mega Pi Reunions, which saw the Class of 2019 celebrate their 3.14 years from MIT graduation alongside the classes of 2017 and 2018, whose own reunions were affected by the pandemic.
- Mega Pi Reunions, which brought together over 2,000 registrants, was honored with a CASE Silver Circle of Excellence Award.
- To celebrate Pi Day and the MIT 24-Hour Challenge, the Association held a carnival-like event in Lobby 10 for the on-campus community, with participation from the Institute's senior leaders, including President Kornbluth.
- The MIT10 and graduate degreed alumni 1–10 years out programs piloted seven Young Alumni Events in the spring of 2023; 50 percent of the alumni attended as their first event for this fiscal year (18 percent first ever) and 13 percent went on to attend a group or regional club event or fully joined the regional club or group.

## Philanthropy

- MIT Annual Giving reached nearly \$84.2 million from nearly 35,000 donors.
- The Institute hit an alumni participation rate of 18.3 percent, which represented 24.3 percent of undergraduate and dual-degree undergraduate alumni, and 13.2 percent graduate degree–exclusive alumni.
- More than 15,750 alumni and friends contributed more than \$19.3 million to unrestricted and scholarship through Annual Giving.
- Individual outreach to more than 5,400 constituents and visits with 483 individuals resulted in 613 gifts totaling more than \$5.2 million.
- The Student Philanthropy Program, which focused this year on cause-based giving, saw 575 undergraduate students making gifts to MIT.
- Members of 15 classes marking reunion milestones in FY23 collectively raised more than \$403 million in funds for MIT, with two classes setting dollars-raised records.
- The MIT 24-Hour Challenge engaged nearly 8,600 alumni and friends to make gifts to various Institute departments and groups totaling \$3.7 million in a single day.
- MIT Annual Giving’s efforts to raise funds as part of the international Giving Tuesday resulted in more than 3,750 donors contributing \$1.3 million.
- The MITAA recorded more than 42,000 gifts via credit card and online sources and nearly 700 pledges.
- The Annual Giving Leadership Circle, which stewards annual leadership donors making annual gifts of \$2,500–\$100,000, recognized more than 5,600 alumni and friends.
- Comprising donors who give for three consecutive years to the Institute, the Annual Giving Loyalty Circle honored more than 20,450 alumni and friends—2,033 of whom have given every year since graduation, including one donor who has given for 75 years consecutively.
- The Tech Callers program included more than 50 student callers, who brought in nearly \$171,000 from nearly 1,100 donors, with an average calling hour yielding \$161 in gifts.

## Programs, Communications, and Benefits

- Logins to the Infinite Connection—the MITAA’s suite of online services that includes Email for Life and the Online Alumni Directory—totaled more than 55,000.
- The Alumni Association website, [alum.mit.edu](http://alum.mit.edu), received more than 640,000 unique visits.
- The MIT Alumni Better World Service Initiative encouraged service in communities beyond the Institute and united alumni who are interested in

these opportunities, highlighting the collective impact of the MIT community as a force multiplier of good in the world.

- The MIT Alumni Career Design Fellowship, a 30-day online program of alumni working together, peer-to-peer, to design what's next for them professionally, continued in its second year with more than 190 alumni participants.
- The MITAA produced the final annual digital holiday greeting message from outgoing President Reif and Mrs. Reif to the worldwide community of MIT alumni, faculty, staff, students, and friends.
- More than 68,000 unique alumni clicked on links in emails sent from the MITAA, with email sent through the Infinite Connection overall achieving a weighted average open rate of 53 percent.
- The MITAA's YouTube channel reached more than 2 million views, and its SoundCloud channel had accumulated more than 130,000 plays.
- On social media, the MITAA had more than 51,000 Facebook fans; 32,000 LinkedIn members; 28,000 Twitter followers; and 19,000 Instagram followers.
- Virtual Reunion Books were produced for the classes celebrating reunions in FY23, with an aggregate 2,800+ pages of submissions across 13 books.
- The *Slice of MIT* blog received more than 308,000 views.
- The MIT Alumni Advisors Hub, an online platform that connects student and alumni advisees with volunteer alumni advisors for meaningful 1:1 virtual professional mentoring sessions, engaged more than 1,800 platform members through approximately 900 scheduled consultations in FY23.
- The MIT Alumni Job Board hosted nearly 300 jobs that were posted by alumni and nonalumni employers in FY23. This platform provides alumni exclusive access to these professional opportunities.

### MITAA Board and Volunteer Leadership

- The number of alumni, students, and friends who volunteered for the Institute in FY23 totaled nearly 15,000.
- The MITAA Board met eight times throughout the fiscal year, with two in-person meetings and the rest held virtually.
- Several MIT alumni Corporation and Board members participated in the May inauguration of 18th Institute president Sally Kornbluth, marching in the processional and appearing onstage alongside Institute leadership and visiting dignitaries.
- An ad hoc committee of the Association Board including alumni and the MITAA executive director team, chaired by MITAA president Stephen Baker '84, MArch '88 and MITAA CEO Whitney T. Espich, partnered with the MITAA staff to develop a new three-year strategic plan, known as SP26,

which was met with approval by alumni volunteers and Institute leaders, and received a unanimous vote for adoption at the May Board meeting.

- More than 550 volunteers participated in the MIT Alumni Leadership Conference (ALC)—held in person for the first time since the pandemic—as well as the summer-long online training academy that led up to the event weekend.
- The MIT Annual Giving Board was an active partner in helping the MITAA set forth its donor recruitment and stewardship plans.
- The second annual Graduating Student Leaders event was held during Tech Reunions weekend, bringing together student leaders and the MIT Alumni Association Board of Directors to educate soon-to-be alumni on volunteer opportunities with the MITAA.
- The MITAA supported regional clubs and alumni group volunteers of large and midsized markets in their programming through bimonthly meetings of its “super admin” Encompass group, while also planning for the integration of a new online communities platform, Hivebrite.
- Monthly club and Group Council calls were held by staff to create opportunities for connections among the different group volunteers in service to the MITAA’s and Institute’s efforts.
- More than 170 volunteers engaged in class-based and alumni-group fundraising.
- A triangulated partnership between the MITAA, the MIT Washington Office, and the volunteer-led Legislative Advocacy Advisory Committee resulted in outbound messages about the Institute’s US legislative priorities as they aligned with current matters before Congress.
- Work with the Graduate Alumni Council led to graduate-degreed alumni-specific events held in FY23, including the Grad Book Club events, which saw more than 150 registrants.
- More than 40 class fundraising agents wrote more than 1,400 thank-you notes to their classmates who gave this year.
- The MIT Energy, Environment, and Sustainability Network was recognized as an official alumni group by the MITAA.
- Support was provided to help the fall 2022 launch of South Asia and the Institute: Transformative Connections, an on-campus exhibit from the MIT Department of History made possible by a partnership of the board of the MIT South Asian Alumni Association and the MIT International Science and Technology Initiatives (MISTI) MIT-India program.

## Institute Partnerships

- The MIT Alumni Lounge, a gathering space prominently placed in Building 10 right off the Infinite Corridor on the Institute's main campus, was officially opened during the 2022 ALC, with alumni leaders and donors who made it possible in attendance.
- The MITAA engaged with volunteer leaders and colleagues in Resource Development and across campus to roll out two major Institute initiatives to the alumni community—the Strategic Plan for Belonging, Achievement, and Composition and the MIT Faculty Statement on Freedom of Expression and Academic Freedom—while also helping to navigate the matter of campus access.
- The MITAA partnered with the Office of Resource Development in efforts to source a new and transformative customer relationship management (CRM) solution to replace the Institute's aging database of record, Advance, including conducting a proof-of-concept test of potential Salesforce products.
- The MIT Alumni Association hosted more than 2,100 parents and family members of undergraduate students on campus during the 2022 Family Weekend. Out of the 80 events held over the weekend, highlights included open classes, tours of labs and key MIT campus spaces, a conversation with Institute and student leaders, as well as an A Cappella Concert and Wind and Jazz Ensemble performance.
- The many areas of the Association that received contacts for help, data, and support processed nearly 21,000 tickets in a new customer support platform, with a 95 percent positive customer satisfaction rate and an average initial response time under 4 hours. These included requests for data, biographic updates on alumni records, email support for departments, labs, and centers, and requests for Infinite Connection account help.
- The MITAA collaborated with MIT's departments, labs, and centers to send more than 1.2 million emails to those entities' alumni and friend constituents.

## Organizational Infrastructure

- In FY2023, the MITAA's total expense budget was \$19,675,430—including \$1,879,709 allocated for subscriptions to *MIT Technology Review*—and it was funded by \$18,517,110 in General Institute Budget (GIB) funds, program revenues of \$460,320, and \$698,000 from the Association reserves.
- The Association's operating budget endured another stressful year, given the increasingly competitive environment for advancement talent and the effects of inflation across all cost categories. Despite the challenges, significant open-position savings and underspending in select areas, combined with an

increase in event revenue, offset all cost overages, resulting in a final closing position of a positive operating margin of \$34,931.

- In FY23, the MIT Alumni Association filled 28 positions, 10 of which were internal MITAA applicants and considered promotions. Moreover, the AA promoted an additional 9 existing staff members.
- A cross-Association team worked to launch Hivebrite, an online community platform to replace an existing product, Encompass. This strategic-level initiative will transform the way club, class, and group volunteers manage programs and will increase opportunities for alumni engagement.
- The MITAA joined with the Office of Resource Development to continue the Belonging, Diversity, Equity, and Inclusion Committee to support employees.
- The MITAA continued work with the MIT Federal Credit Union on its alumni-focused affinity agreement, while also shoring up its longstanding partnerships with MIT Professional Education, the MIT COOP, the Harvard Club of Boston, and more.
- The MITAA produced *Our Culture*, a piece for staff and volunteers that included, among others, the MIT Values statement, the MITAA Values statement, volunteer and staff expectations, and more in one reference.
- MITAA staff were offered more than 25 professional development training programs and opportunities.
- Technical debt around software continued to be prioritized, with an upgrade across the MITAA's website editing software to Drupal 9, while also migrating to Pantheon for web development and operations.
- Work on the Alumni Association and Resource Development–shared Advancement Technology Transformation project continued, with a wrap-up of the proof-of-concept testing on Salesforce managed products, while further developing plans for a data lake and email marketing transition.
- Alumni updated their biographical data in a series of self-reported updates, including nearly 8,000 home address updates; 5,000 employment or business address updates; and 18,000 email updates.
- MITAA staff helped record nearly 75,000 biographical updates and fielded more than 3,600 help inquiries from alumni, donors, and constituents across the Institute.
- More than 8,500 requests for assistance were made to [help@alum.mit.edu](mailto:help@alum.mit.edu), with 97 percent of post-help survey respondents indicating that they were extremely satisfied with staff courtesy and 96 percent satisfied with staff skills and technical knowledge.
- Streamlining systems for the various help queues across the MITAA, the software Freshdesk was implemented across more teams within the MITAA.
- More than 30 replacement laptops were deployed, Zoom Phone was put into effect, and equipment like mobile phones, desktop computers, and printers, as well as software, were continually supported as the MITAA transitioned from work-from-home to a hybrid work force in FY23.

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## **The MIT Alumni Community by the Numbers (data as of July 1, 2023)**

- There are 146,539 MIT alumni living in the world today, with the MITAA maintaining contact information for 97 percent.
- 60 percent of living alumni engaged with MIT in FY23.
- 45 percent of alumni hold undergraduate degrees, 55 percent hold graduate degrees, and 25 percent of undergraduate degree holders also have MIT graduate degrees.
- 74 percent of alumni are male, 26 percent are female.
- 77 percent of alumni live in the US, 16 percent are international, and 7 percent do not have verifiable home addresses.
- In terms of the breakdown of alumni by school:
  - 48 percent hold engineering degrees.
  - 20 percent hold science degrees.
  - 19 percent hold management degrees.
  - 7 percent hold architecture degrees.
  - 5 percent hold humanities, arts, and social sciences degrees.
  - 1 percent hold other degrees.

For further information on the MIT Alumni Association, visit us online at <https://alum.mit.edu>.