Alumni
Leadership
Conference

Introduction to Hivebrite

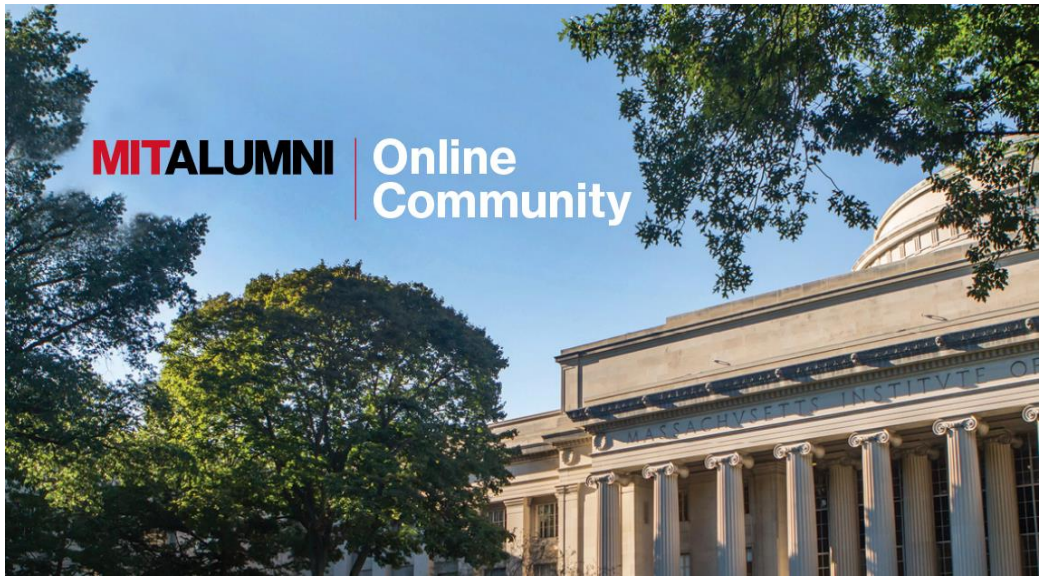
Kim Farino, Senior Associate Director of Technical Project Management
Kim Balkus, Director Association Advancement Services

Volunteer Panel:
David Johnston ‘73, PhD '79, MIT Club of South Texas
Linda Custer ‘83, MIT Club of Boston
Brian Hughes ‘71, MIT Club of Cape Cod

Agenda

- Migration Plan
- Early Adopters
- Volunteer Panel
  - David Johnston '73, PhD '79, MIT Club of South Texas
  - Linda Custer '83, MIT Club of Boston
  - Brian Hughes '71, MIT Club of Cape Cod
- Q&A

MIT Alumni Online Community



- New home for the more than 200 volunteer-led clubs, classes, and groups
- Powered by Hivebrite
- Launched early September

Migration Plan

- Fall 2023 – June 2024: All Encompass sub-communities are migrating to the MIT Alumni Online Community platform
- Schedule link - https://alum.mit.edu/about/alumni-online-community
- Why we are moving:
  - Selected platform following a successful pilot that included extensive user experience-testing with several of your peer volunteers and our staff super-users
  - Simple, intuitive interface provides a user-friendly platform
  - Easier ways to connect with fellow alumni across communities
  - New opportunities for sharing content, ideas, knowledge, and networking

Migration Plan

- **Phase 1: Pre-Migration Preparations**
  - Collect info about your current Encompass site
  - Training and admin access to edit Hivebrite site
  - Import your past event detail pages and membership form
  - Export of photos and documents provided in Dropbox
- **Phase 2: The Migration Process**
  - Encompass membership form disabled
  - Import your data into your new Hivebrite group
  - MIT Alumni Association will send your launch email
- **Phase 3: Post-Migration Optimization**
  - Encompass site updated with a redirect link for users to the new Hivebrite site
  - Continue to have Encompass admin access

Project Team

Core Team
Christine Tempesta (Sponsor)
Kim Farino (Project Manager)
Sonal Rossi
Kim Balkus
Nora Zheng
Tim Mansfield
Alex Barber
Emily Dufresne
Joe Xu
Dave Pires

Alumni Engagement Team
Tim Mansfield (Lead)
Amy Davis
James Hayward
Lizzie Army
Leah Ofsevit
Kim Hunter
Emily Taylor

Marketing Team
Alex Barber (Co-Lead)
Em Dufresne (Co-Lead)
Tim Mansfield
Russell Boulais
Mary Zyskowski
Jay London
Kim Balkus
Brian Geer

Technical Team
Joe Xu (Lead)
Dave Pires
Chia-Ying (David) Yang
Sharon Xu (consultant)
Daniel Ruan (consultant)

Training Team
Kimberley Balkus (Lead)
Tim Mansfield
Kim Farino
Alex Barber
Nora Zheng

Early Adopter Team
Kimberley Balkus (Lead)
60+ alumni volunteers (25 groups)
Bob Schaffel '71 (Hivebrite Mentor)
Coleen Smith '87 (Hivebrite Mentor)

Additional Contributors:
Helena Sebastian
Elyssa Sykes Bidwell

Kim Balkus

Early Adopters Team Lead

Early Adopters

- 25 groups with 60+ alumni volunteers
- Provided feedback to streamline migration process for all groups
- Groups launched in early September on Hivebrite

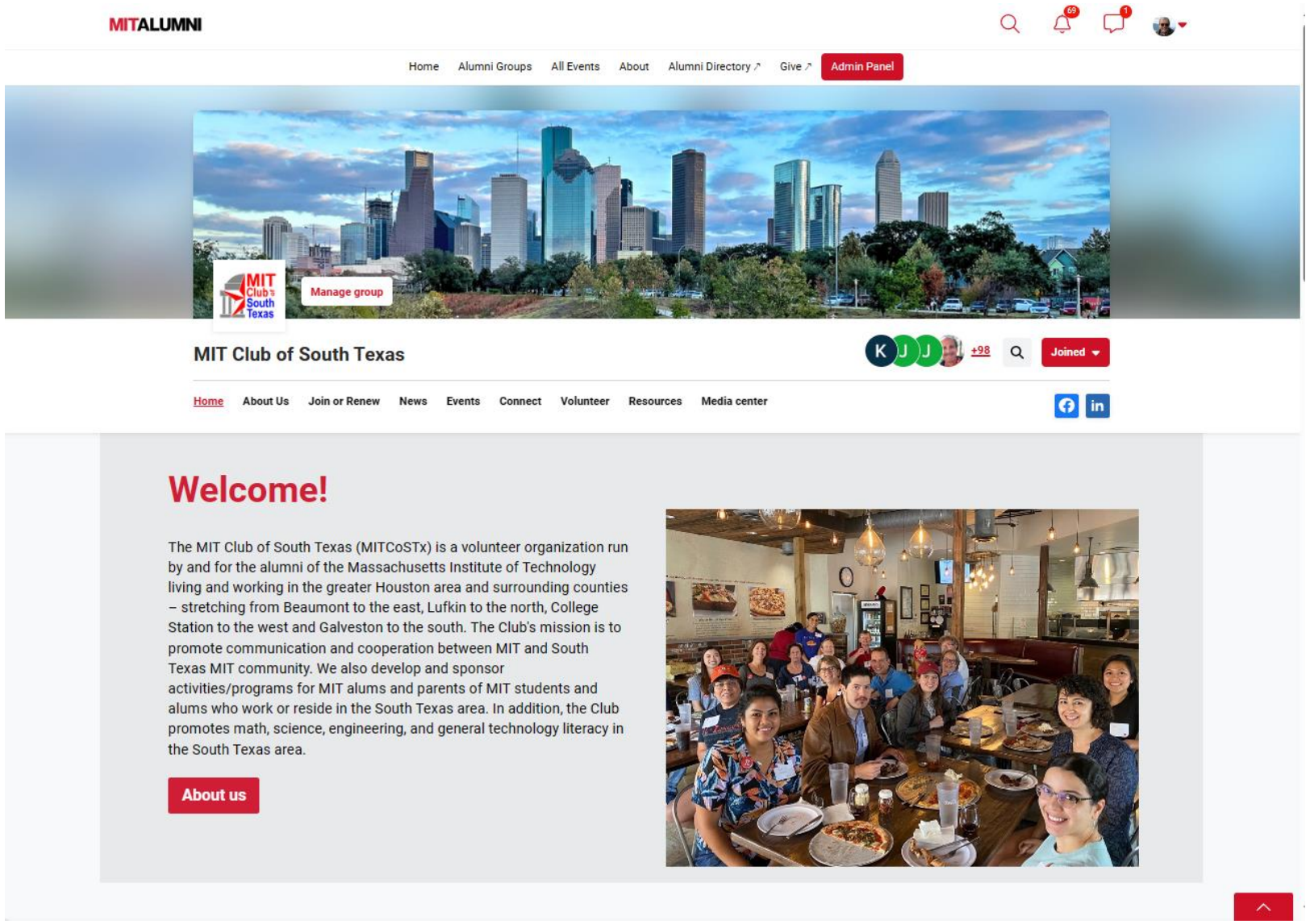
Hivebrite Early Adopter Groups

- Arab Alumni Association
- Association of MIT Alumnae
- MITAS - MIT Alumni Startup Network
- MIT Club of Austin and San Antonio
- MIT Club of Boston
- MIT Club of Montreal
- MIT Club of Cape Cod
- MIT Club of Colorado
- MIT Club of Hartford
- MIT Club of New York
- MIT Club of Northeast Ohio
- MIT Club of Northern California
- MIT Club of Princeton
- MIT Club of Rochester
- MIT Club of San Diego
- MIT Club of South Texas
- MIT Club of Southern California
- MIT Club of Southwest Florida
- MIT Club of Washington DC
- MIT Club of Wisconsin
- MIT Crew Alumni Association
- MIT Sloan Club of San Diego
- MIT10
- MIT Class of 1971
- MIT Class of 1998

David Johnston '73, PhD '79

MIT Club of South Texas

Welcome to the Club of South Texas Homepage



Welcome to the Club of South Texas Homepage

Volunteer
Consider getting involved, gain leadership skills, and make new friends along the way.

Leadership
Interested in a leadership role with the Club of South Texas or have questions? Contact the Club president.

Join us

When you support the MIT Club of South Texas by becoming a member you help the club do a better job of supporting you. We'd love to have you join us. We also encourage parents of MIT students to join and participate in the Club's events.

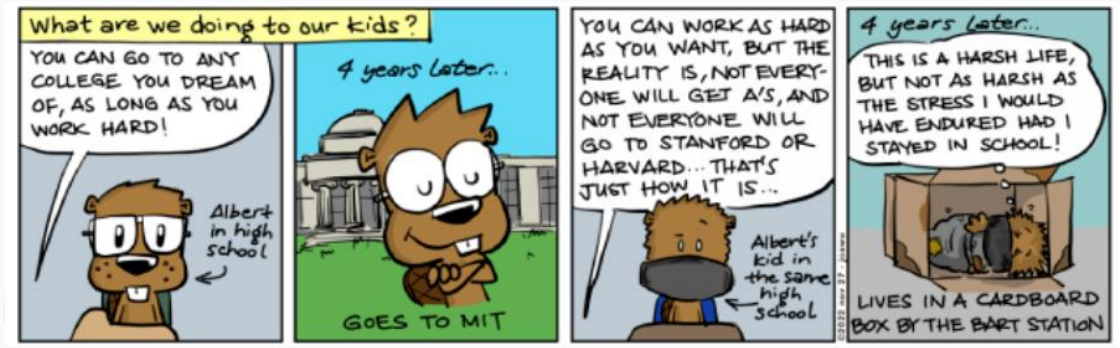
Benefits of membership include free or discounted admission to club events. But your membership also helps the Club promote math, science, engineering, and general technology literacy in the South Texas.

Membership in the MIT Club of South Texas is on a calendar year basis. A reminder is sent the first of each year. Or sign up for auto renewal.

Become a member

Welcome to the Club of South Texas Homepage

Brass Rats



The Brass Rats comic strip is the brainchild of MIT alumna, Jessica Wu Ramirez, SB '99, of the MIT Club of Northern California.

Brass Rats Archive

Events (3) See all

28 **InterClub Social - September 28**

Date: September 28, 2023 6:00 PM - 8:00 PM...

Location: 717 Rochrow, Houston, TX, USA...

Affiliate Event | Social

30 **Private: Conner 3 '68—'82 Alumni get together**

Date: September 30, 2023 11:30 AM - 2:00 P...

Location: 410 Memorial Dr, Cambridge, MA...

E B D W +12

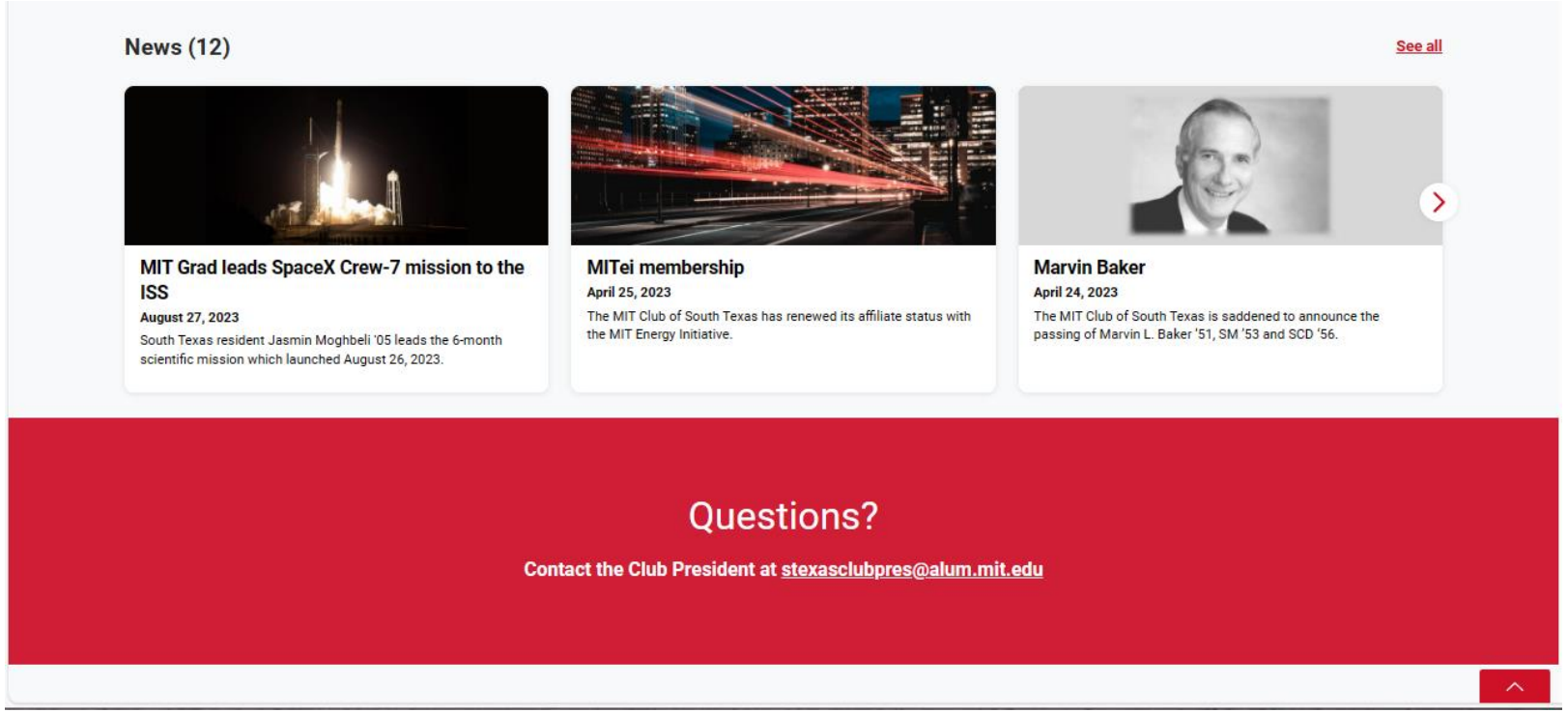
14 **Make your own Glass Pumpkin!**

Date: October 14, 2023 10:00 AM - 12:00 PM...

Location: 17443 FM 2920, Tomball, TX 77377...

In-Person | Learn | Social

Welcome to the Club of South Texas Homepage

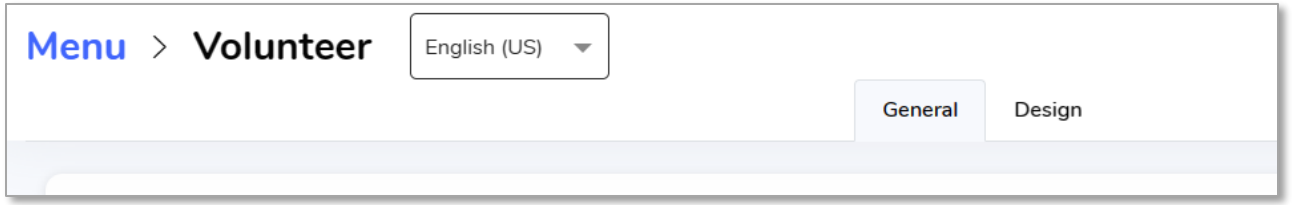


“As an MIT10, I find that the new website is really attractive. It makes the Club seem active and up-to-date. I especially like when there are pictures from past events so I can gauge that there will probably be lots of people my age at upcoming ones.”

Mary Spangers ’18

Preparing for Migration (1)

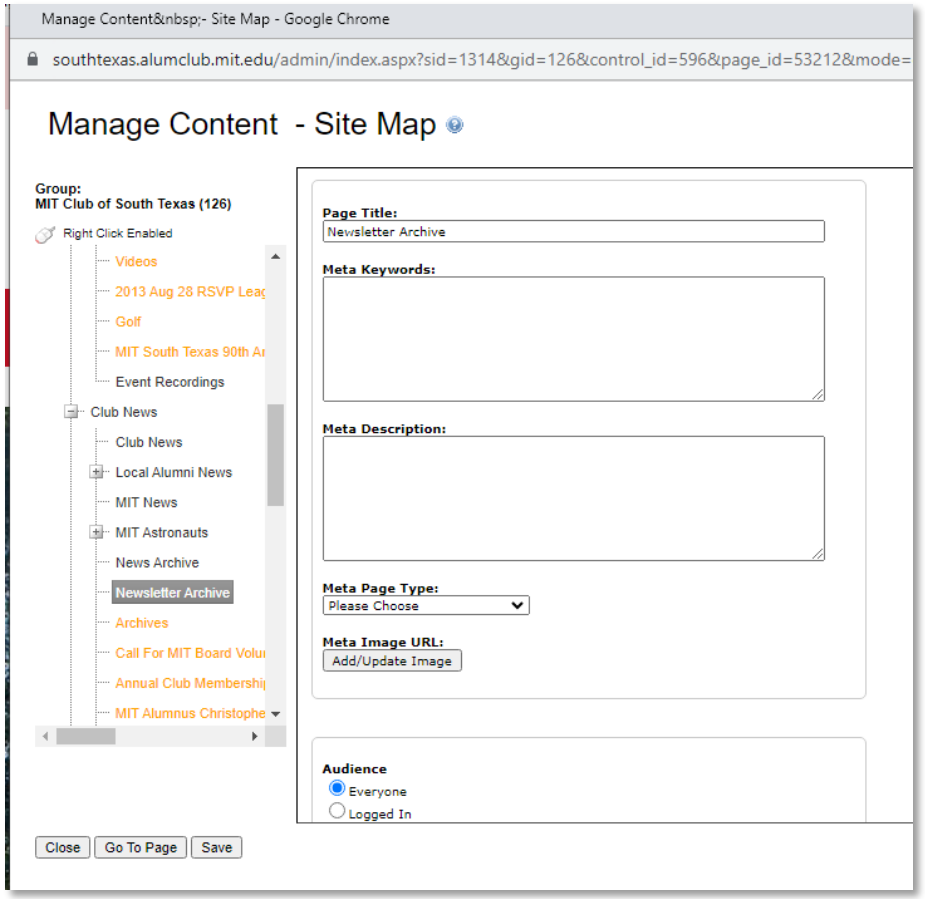
- Understand Hivebrite terms and concepts
  - Public: Web pages, events or news items visible to anyone
  - Front office: Content visible to those logged in using their IC credentials
  - Back office: Set of development tools accessible to authorized administrators
  - Campaigns: Emails
  - Pages are defined by “General” information and edited in “Design”



  - Publication: Content is not visible in public or front office pages unless “published” in the back office (includes sub tabs and event custom tabs)
  - No autosave – save, save, save!

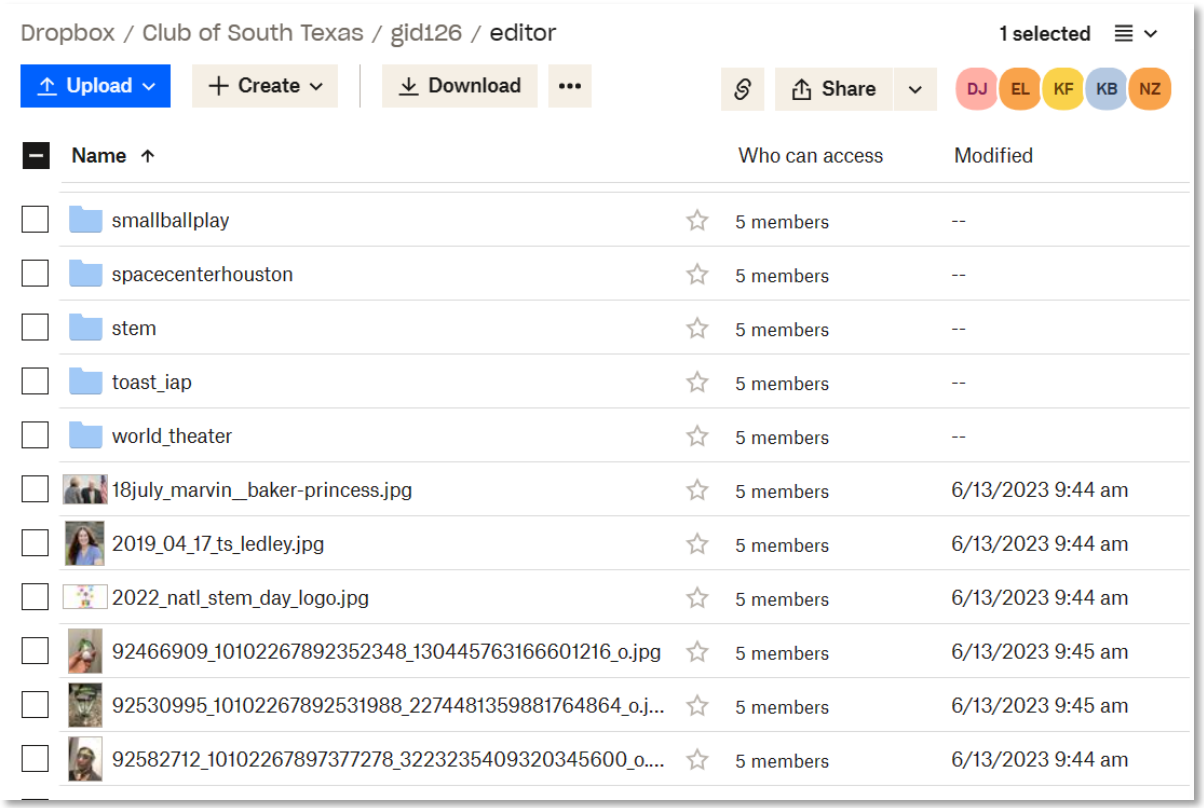
Preparing for the Migration (2)

- Understand the contents of your current Encompass site
  - The dreaded site map is your friend!
  - Look for hidden pages
  - Some pages may not be needed in Hivebrite
    - Event archive
    - Event calendar
    - News archive
- Prioritize pages for migration
  - About us
  - Volunteer



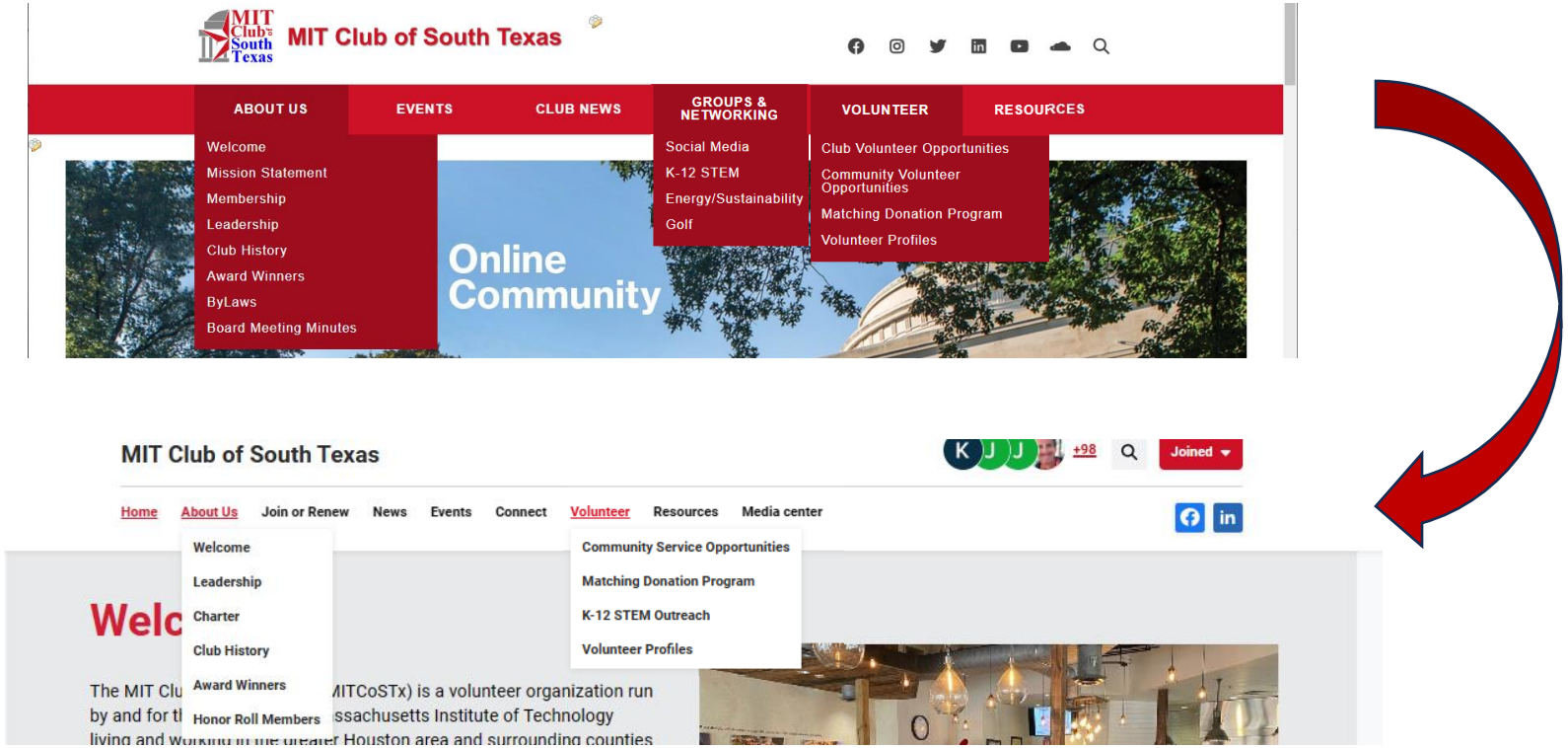
Preparing for Migration (3)

- Collect images from the old site
  - Image and documents will be downloaded to a Dropbox
  - Save locally or on your Club or Group cloud storage
- Explore “Unsplash” library images
- Find other images for covers and banners
  - Wide: 1143x260px (ratio 4.40)
  - Narrow: 757x418px (ratio 1.81)
  - Events: 1352x698px (ratio 1.9)



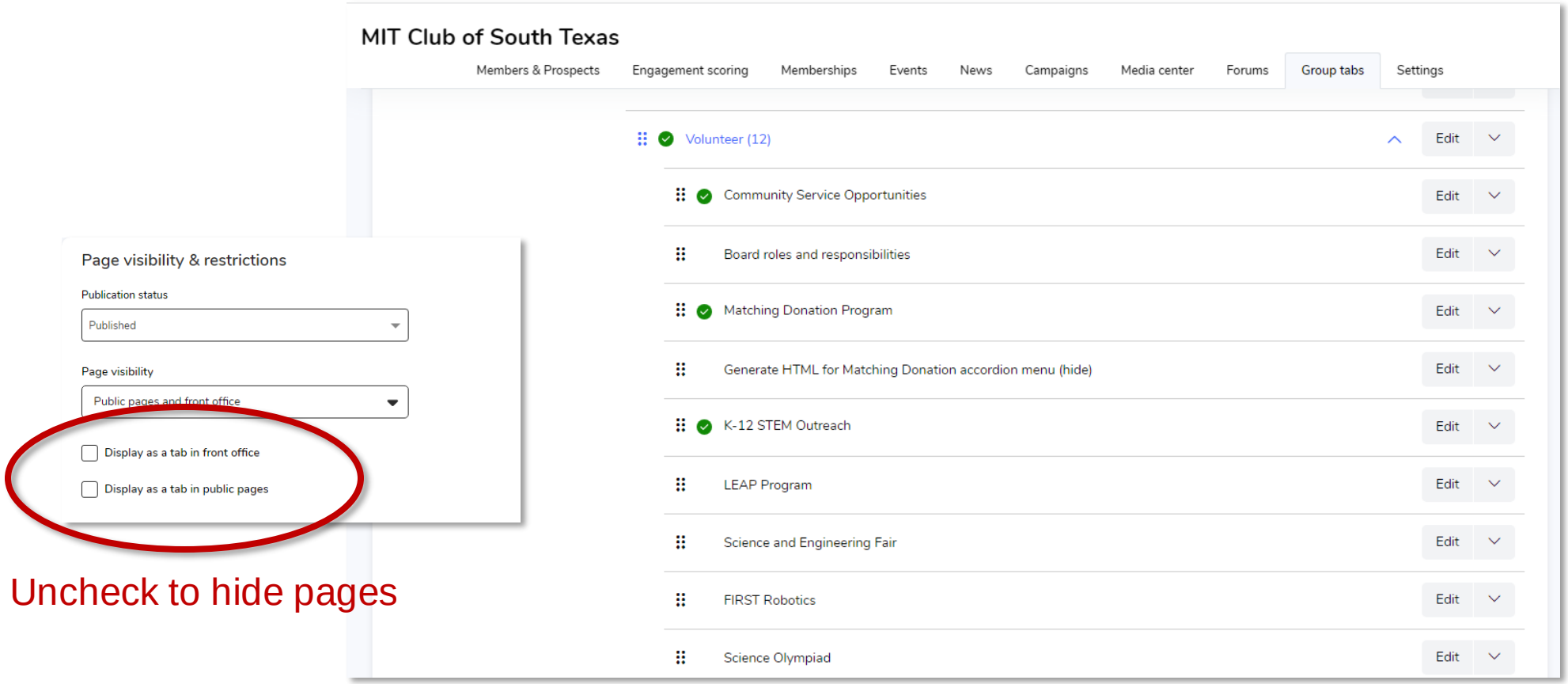
Preparing for Migration (4)

- Map Encompass tabs and sub-tabs to Hivebrite
  - Tabs in Hivebrite not limited to 6



Content Migration

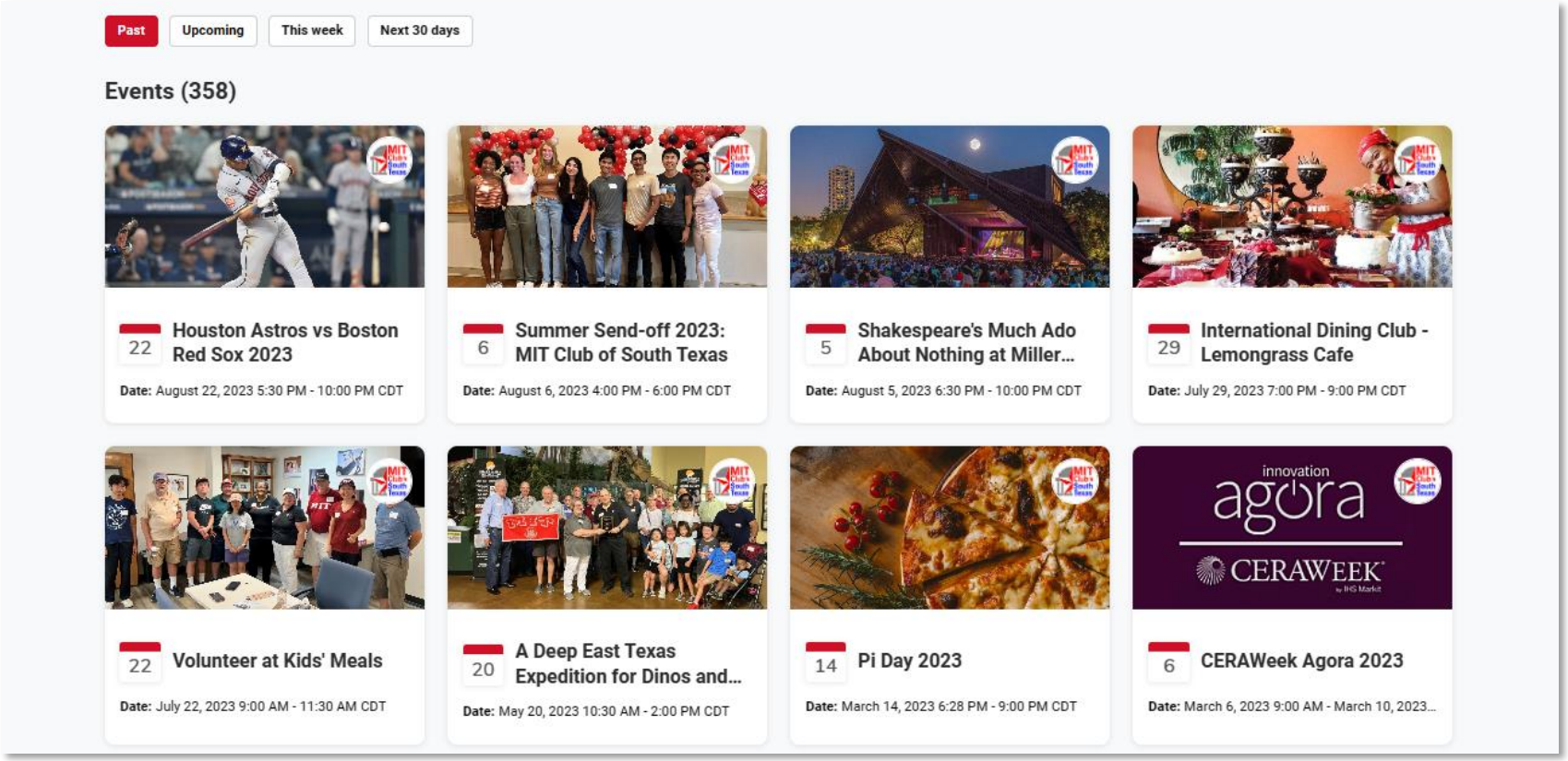
- Re-create old content in Hivebrite – add hidden pages



Uncheck to hide pages

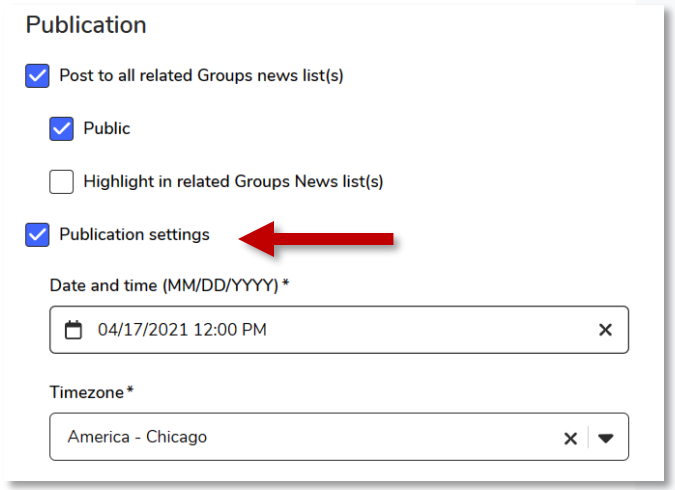
Past Events Migration

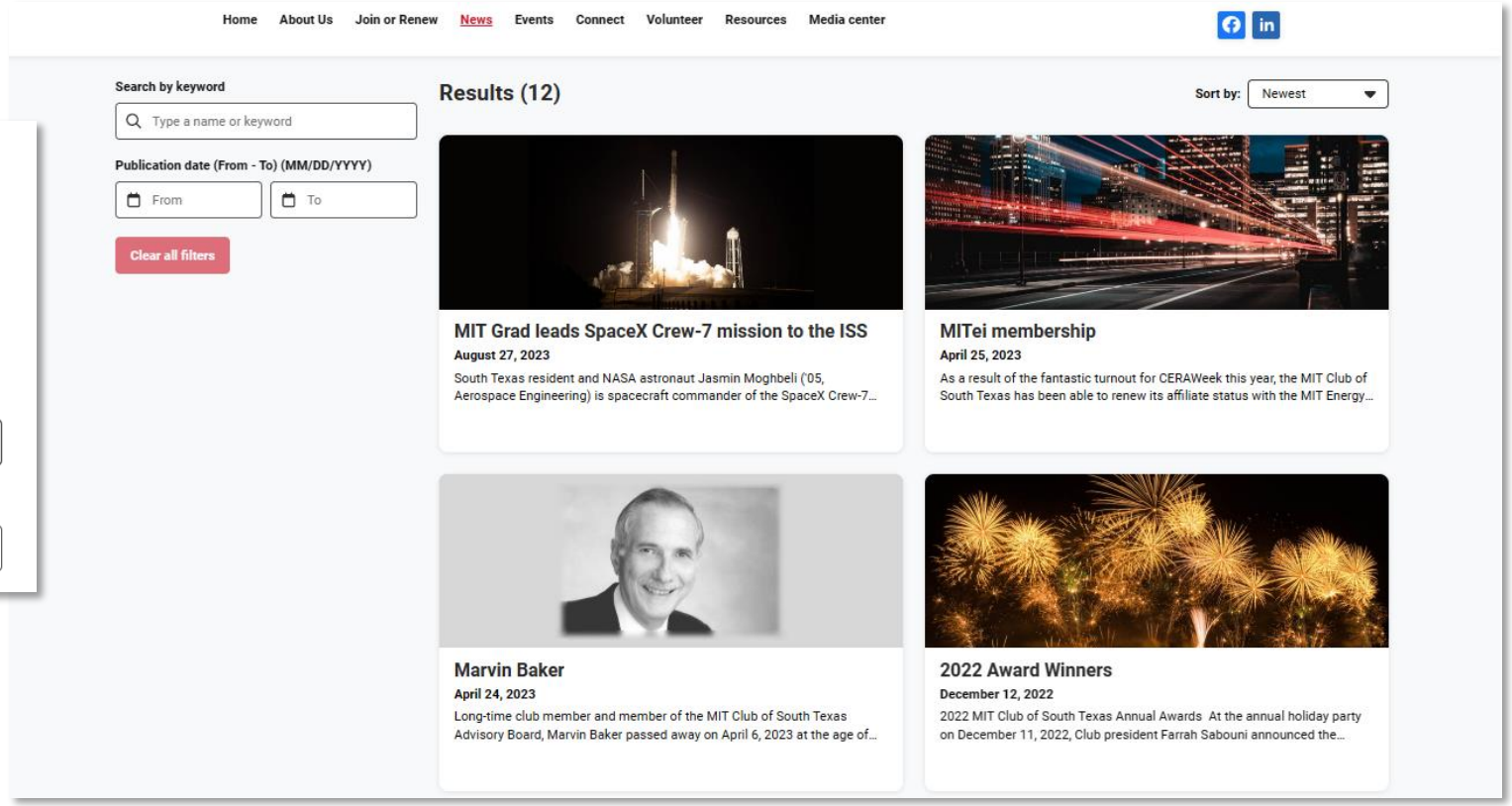
- Past events are migrated to Hivebrite for you
  - Banner image will be default to narrow cover image
  - Consider replacing banner image for each event



Past News Item Migration

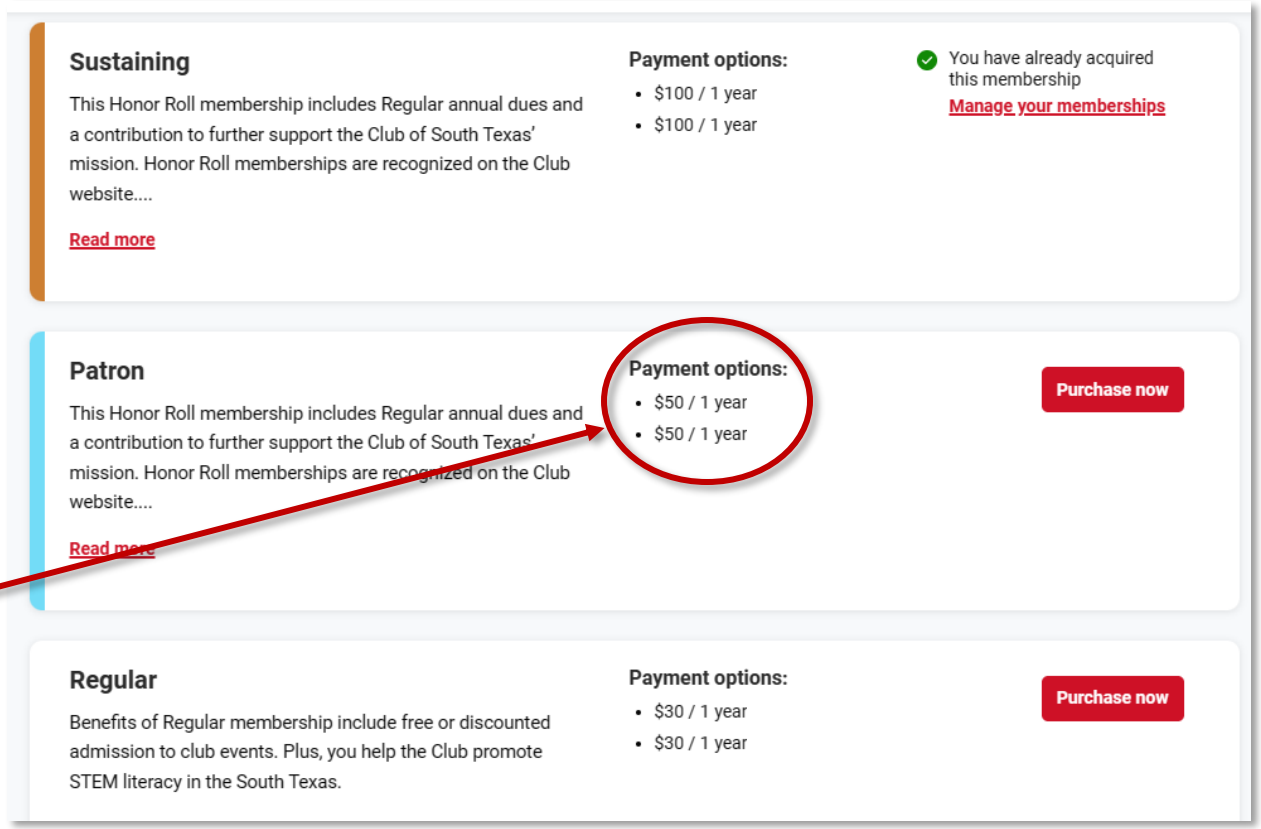
- Past news items are not migrated and must be entered manually
  - Copy and paste from old website, add banner image
  - Set original publication date





Memberships Migration

- Migration of membership data and creation of the membership page is handled by MITAA
- You may find that membership category names change in order to be consistent across all the Clubs and Groups
- You can add descriptions for each category
- Two options because one is auto-renewal

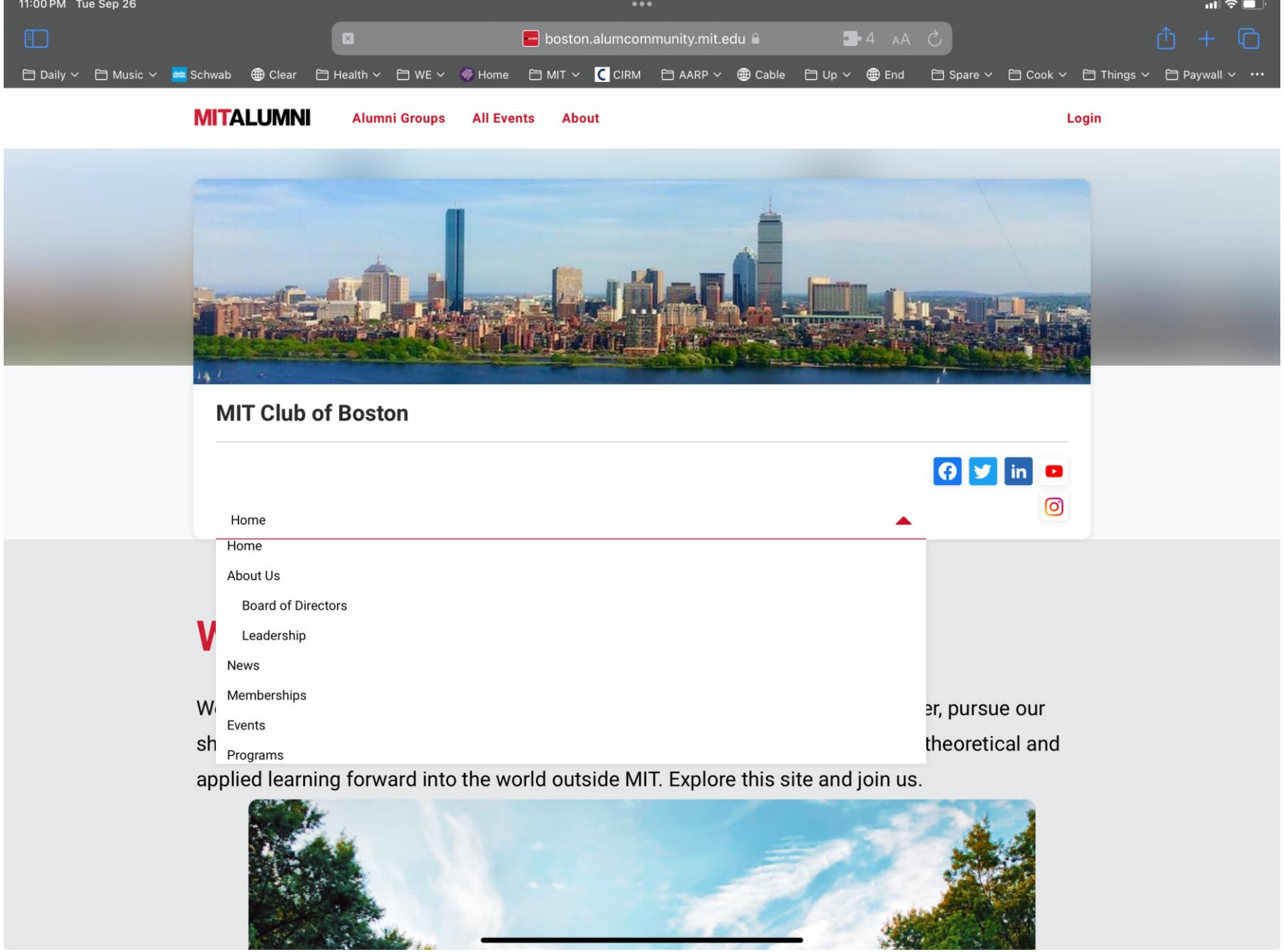


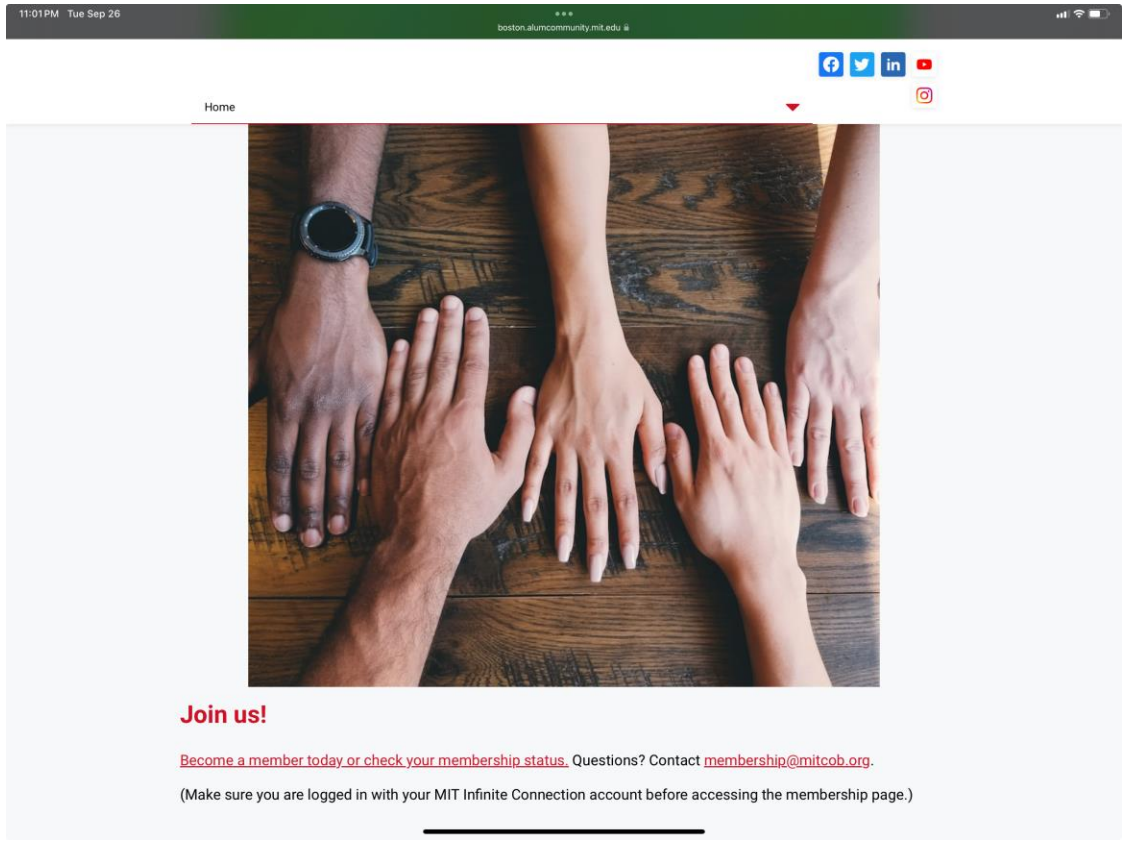
Linda Custer '83

MIT Club of Boston

Most important things to migrate first—to us

- Club mission
- Leadership
- Call to action to join as paid member
- Call to action to join as active volunteer
- Events (will come from Encompass)

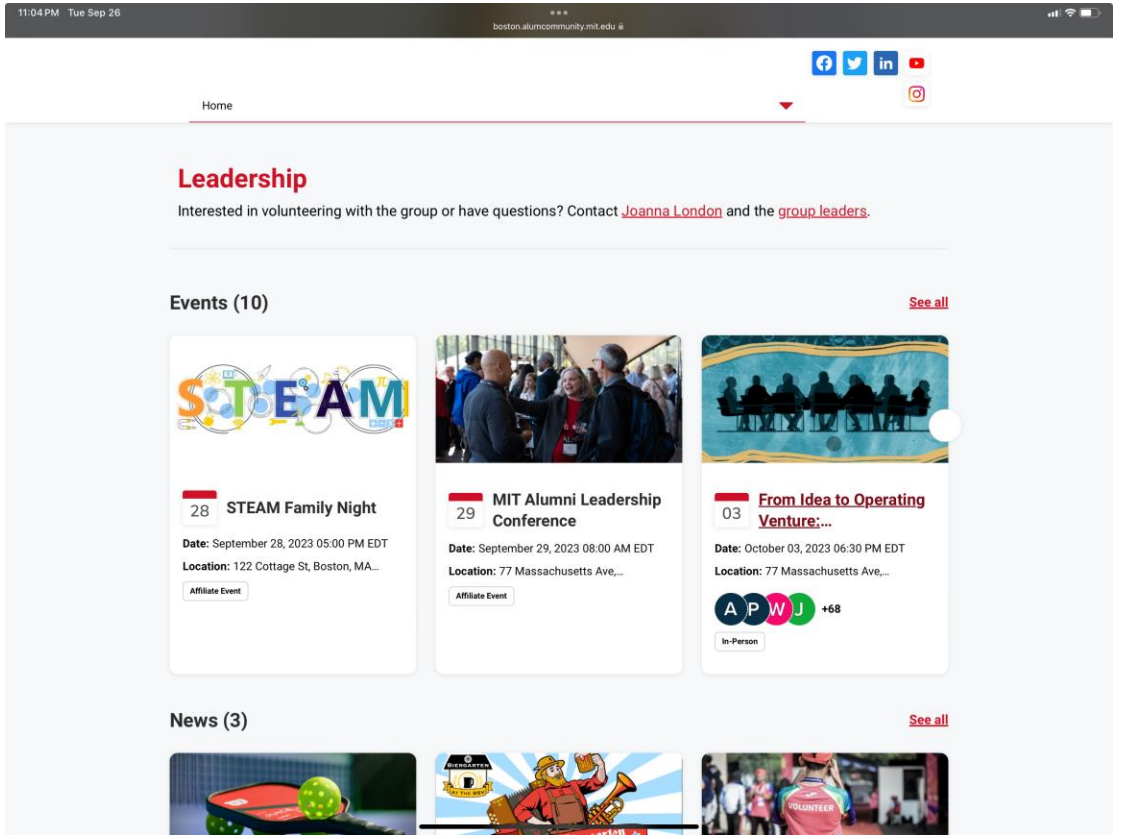

11:00 PM Tue Sep 26
boston.alumcommunity.mit.edu
Daily
Music
Schwab
Clear
Health
WE
Home
MIT
CIRM
AARP
Cable
Up
End
Spare
Cook
Things
Paywall
MITALUMNI
Alumni Groups
All Events
About
Login
MIT Club of Boston
Home
Home
About Us
Board of Directors
Leadership
News
Memberships
Events
Programs
applied learning forward into the world outside MIT. Explore this site and join us.



Join us!

Become a member today or check your membership status. Questions? Contact membership@mitcob.org.

(Make sure you are logged in with your MIT Infinite Connection account before accessing the membership page.)



Leadership

Interested in volunteering with the group or have questions? Contact Joanna London and the group leaders.

Events (10)

See all

28 **STEAM Family Night**

Date: September 28, 2023 05:00 PM EDT

Location: 122 Cottage St, Boston, MA...

Affiliate Event

29 **MIT Alumni Leadership Conference**

Date: September 29, 2023 08:00 AM EDT

Location: 77 Massachusetts Ave,...

Affiliate Event

03 **From Idea to Operating Venture:...**

Date: October 03, 2023 06:30 PM EDT

Location: 77 Massachusetts Ave,...

A P W J +68

In-Person

News (3)

See all

MIT Club of Boston team approach to migration work

- We have approximately 60 volunteer leaders, probably 20 really active
- Maybe 6 or 7 of those actively contribute to posting events on website and administering website
- Decided Club VP of Marketing and Communications would handle migration emails, train with MITAA Hivebrite team, perform migration, then train others
- For 2–4 weeks, one person did all event listing maintenance (still ongoing), but we will soon be back to individuals doing tasks in Hivebrite they used to do in Encompass
- This approach allowed us to find what worked, note where we could enforce consistency, and then train to that consistency
- We disabled forums, but will probably explore that once we have a moderator
- We left memberships alone and will train our VP of Membership as time allows

Memberships

- We have 600+ paid members
- Under Encompass, we had reminders set to go out multiple times before and after renewal date
- Under Hivebrite, we are limited to one automated reminder before, and one automated reminder after, renewal date
- So, we're working on ways to keep members as engaged as before
- Also, we remind members that their auto-renewals didn't carry over, so ONE TIME, they need to set auto renewal up again

Brian Hughes '71

MIT Club of Cape Cod

My Presentation Roadmap

Brian Hughes, VP of Events, MIT Club of Cape Cod

- Become an Admin – the Back Office
- Introduction to web page navigation
  - Top level home page
  - Select your club from your groups
  - Your club's home page
- Help
  - Self help
  - Community help
  - AA help
- Tips & open questions
  - How to add/manage meals
  - Zoom setup
  - ...

Become an Administrator

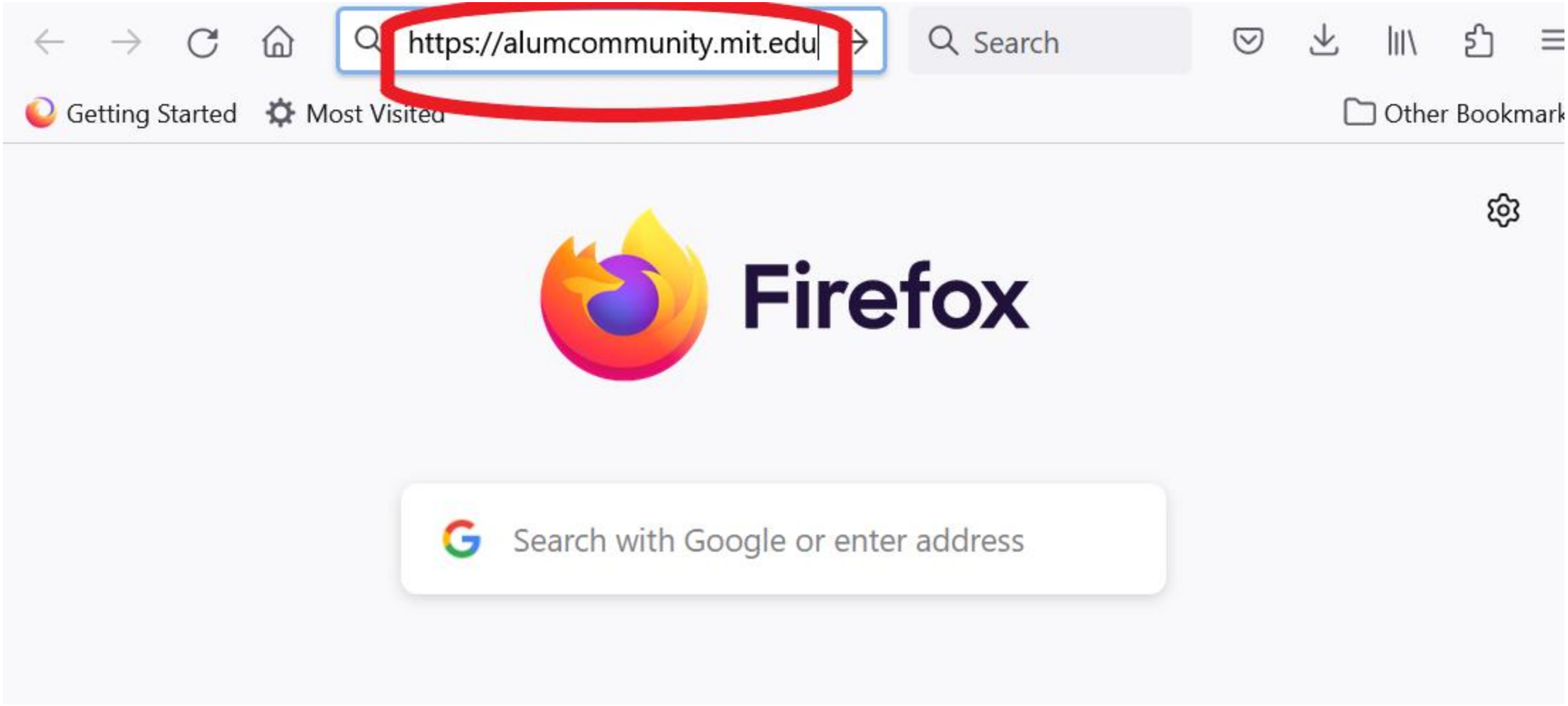
- **Watch the Short Training Videos**
  - **Events**
  - **Email**
  - **More to come ?**

- **Let your AA contact know you've watched the video**

- **Play in the Sandbox**
  (see later slide)

- **Go for it**
  - **Proofread carefully**

Start your Journey



https://alumcommunity.mit.edu/page/lobby
Search
Started
Most Visited
Other Bookmarks

MITALUMNI

B

Welcome back 👋

My groups | My events | My account | Update my alumni record ↗

Events (12)

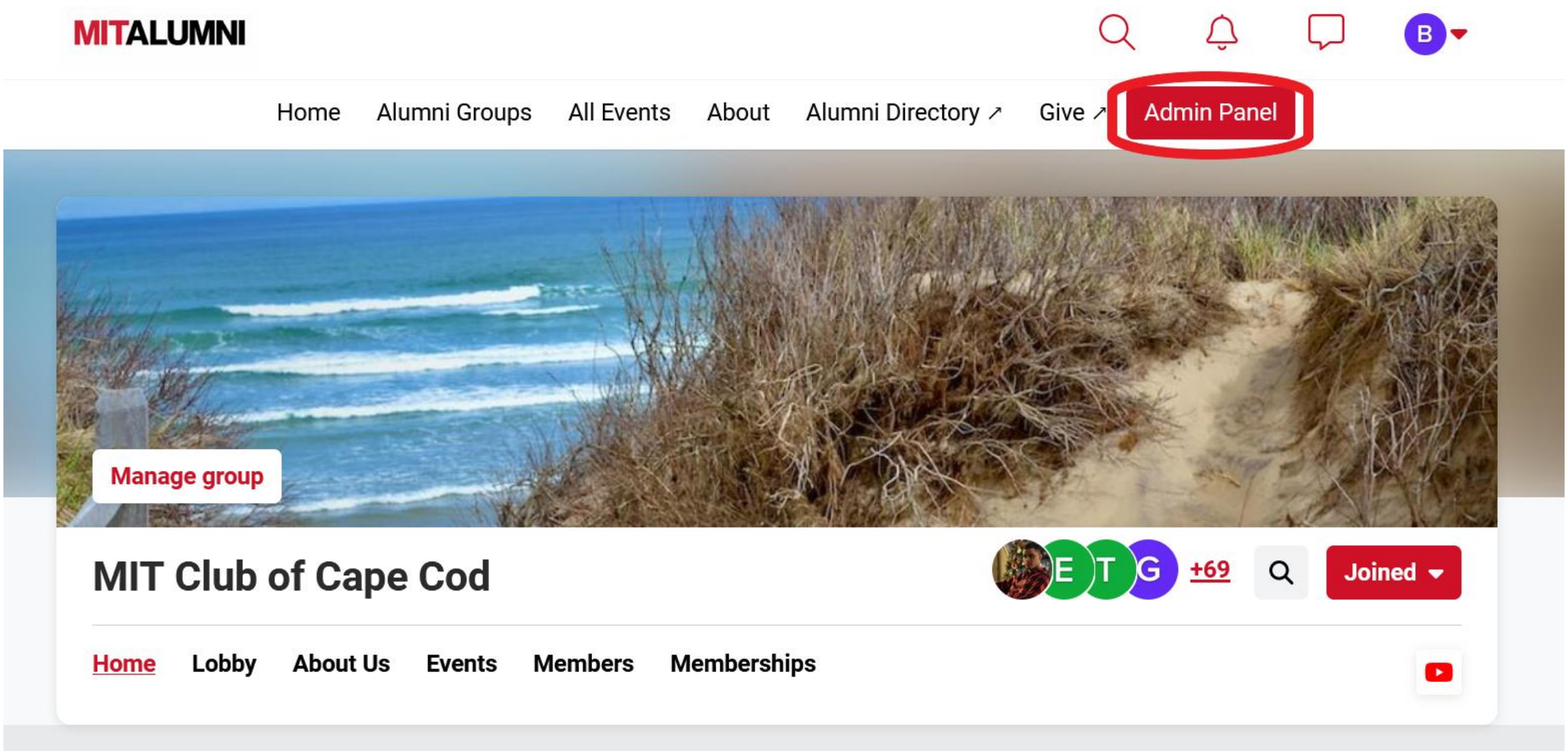
See all

28 **Alumni Leadership Conference 2023**

28 **Fall Tech Social**

28 **STEAM Family Night**

Your Club Home



Groups you can administer

Groups (2)

Export

Keywords

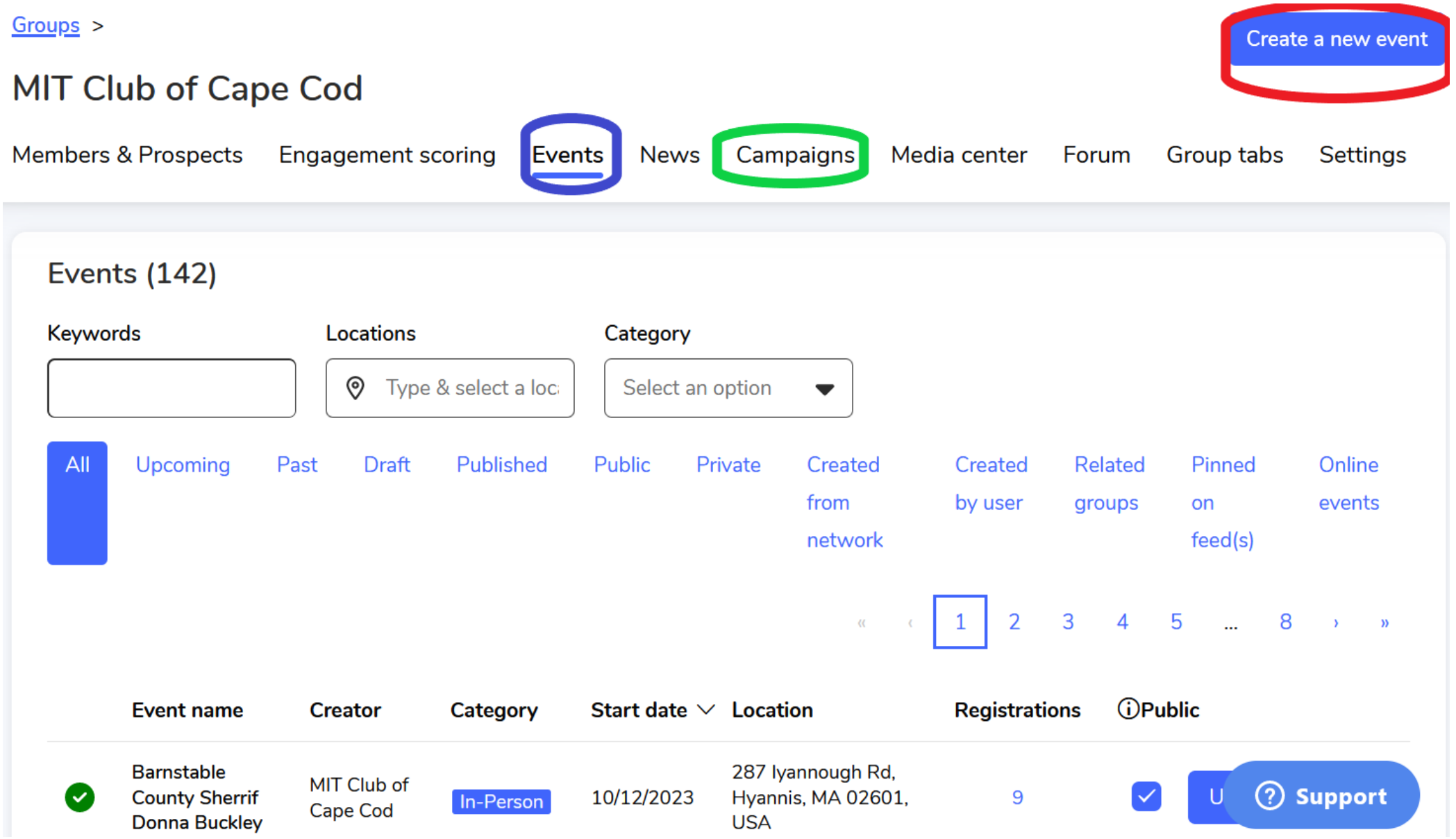
Search

Categories

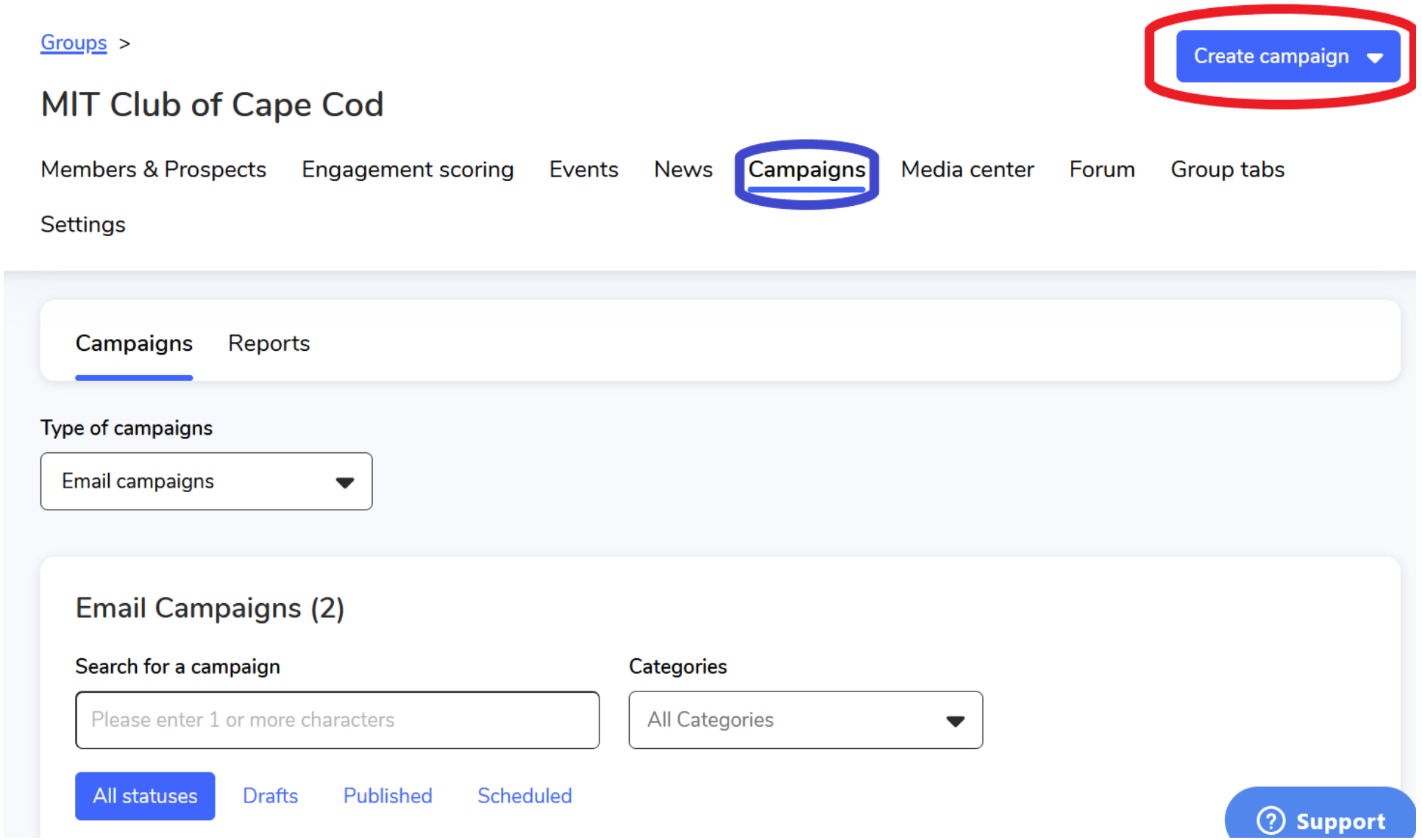
All | Pinned in suggestions | Not in category

	Cover picture	Group ID	Title	Categories	Features activated	Members	Publication
		21812	MIT Club of Cape Cod	US Clubs	Home Events Members Memberships News Media center Forums	77	Pin to suggestions Public Published Edit Support
		21820	Hivebrite Volunteer Sandbox		Home Events Members Memberships News Media center Forums Projects Mentoring	90	Pin to suggestions Public Published Edit Support

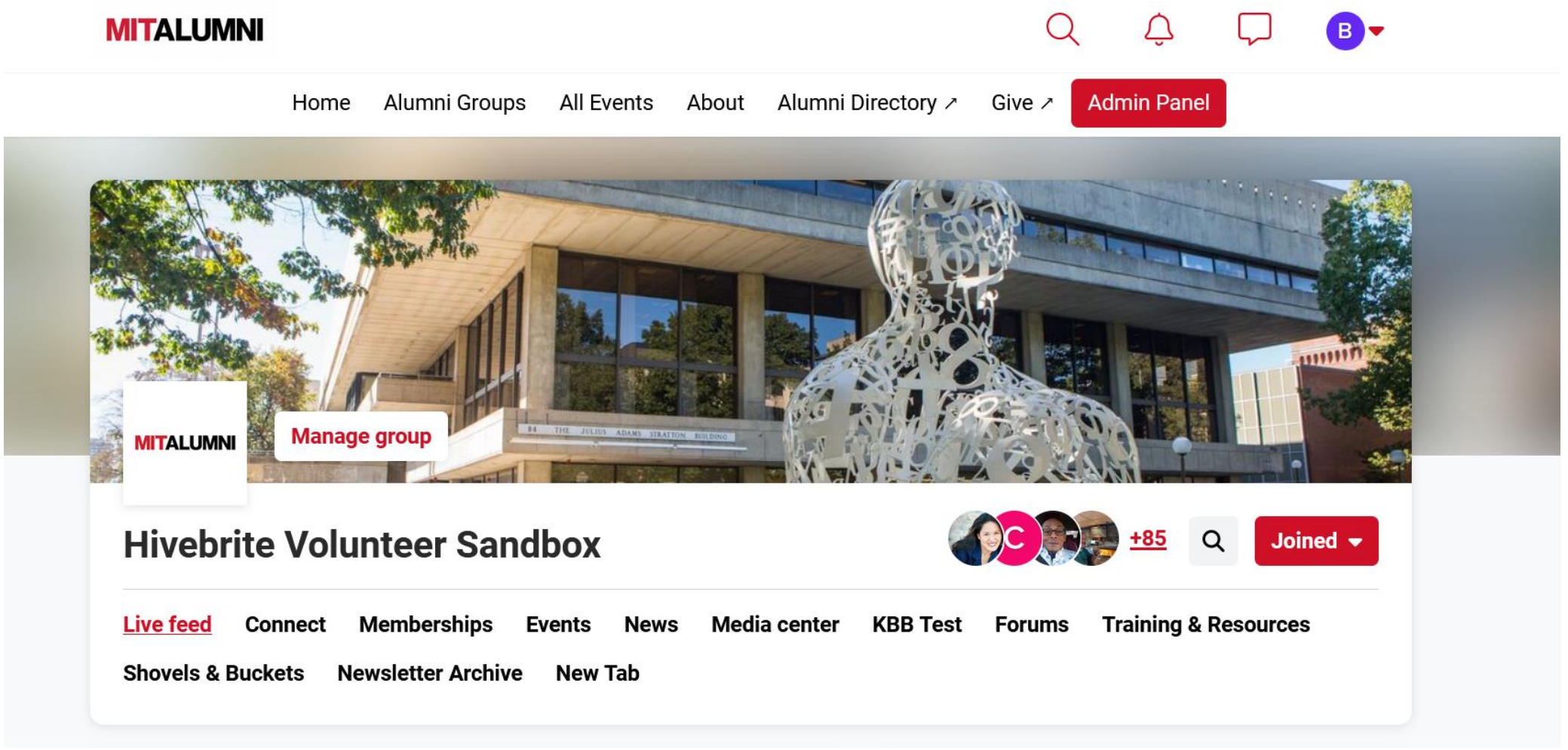
Club Events


Groups >
Create a new event
MIT Club of Cape Cod
Members & Prospects
Engagement scoring
Events
News
Campaigns
Media center
Forum
Group tabs
Settings
Events (142)
Keywords
Locations
Type & select a loc
Category
Select an option
All
Upcoming
Past
Draft
Published
Public
Private
Created from network
Created by user
Related groups
Pinned on feed(s)
Online events
« ‹ 1 2 3 4 5 ... 8 › »
Event name
Creator
Category
Start date
Location
Registrations
Public
Barnstable County Sherrif Donna Buckley
MIT Club of Cape Cod
In-Person
10/12/2023
287 Iyannough Rd, Hyannis, MA 02601, USA
9
Support

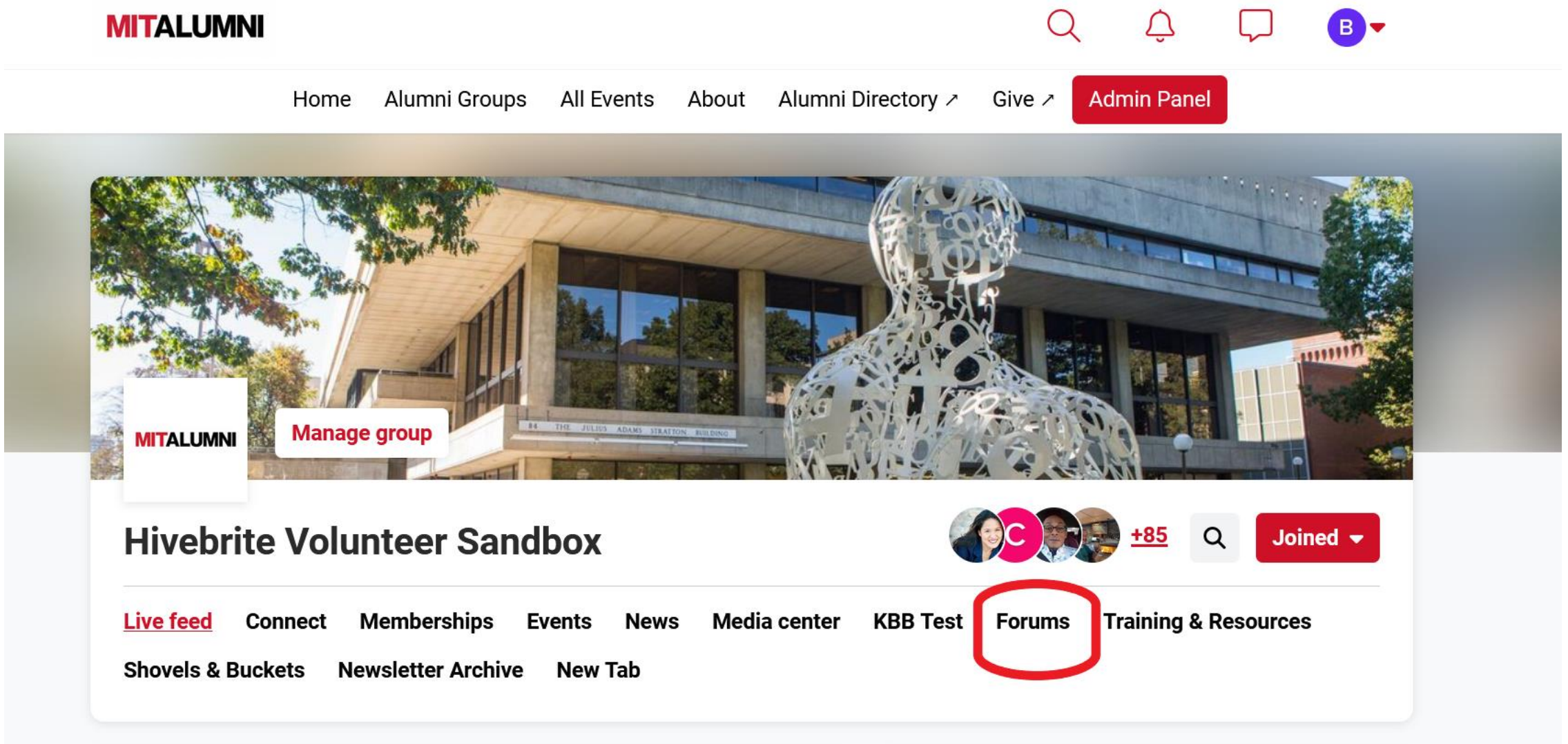
Club email


Groups >
Create campaign
MIT Club of Cape Cod
Members & Prospects
Engagement scoring
Events
News
Campaigns
Media center
Forum
Group tabs
Settings
Campaigns
Reports
Type of campaigns
Email campaigns
Email Campaigns (2)
Search for a campaign
Please enter 1 or more characters
Categories
All Categories
All statuses
Drafts
Published
Scheduled
Support

Help
Self Help - the Sandbox



Help
Community Help - the Forum



Help
Community Help – Peer Mentors

- Bob Schaffel - Class of 1971, Club of Montreal
- Coleen Smith - AMITA

Help
AA Email Help

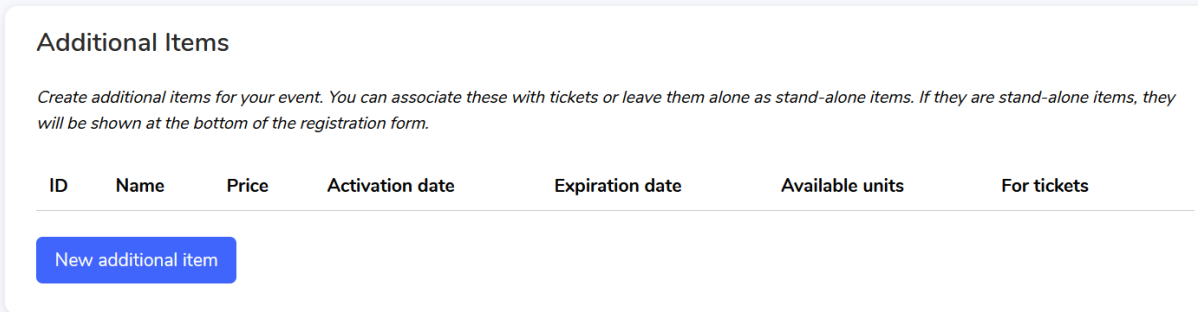
- Hivebrite Support <MITHivebriteSupport@mit.edu>

- Support from the dedicated Alumni Association staff. If they can't fix/answer your problem they can reach out to Hivebrite corporate support.

An Example – Help in Action

- Our events almost always include meals
- Attendees choose the entree they want – same price for each choice

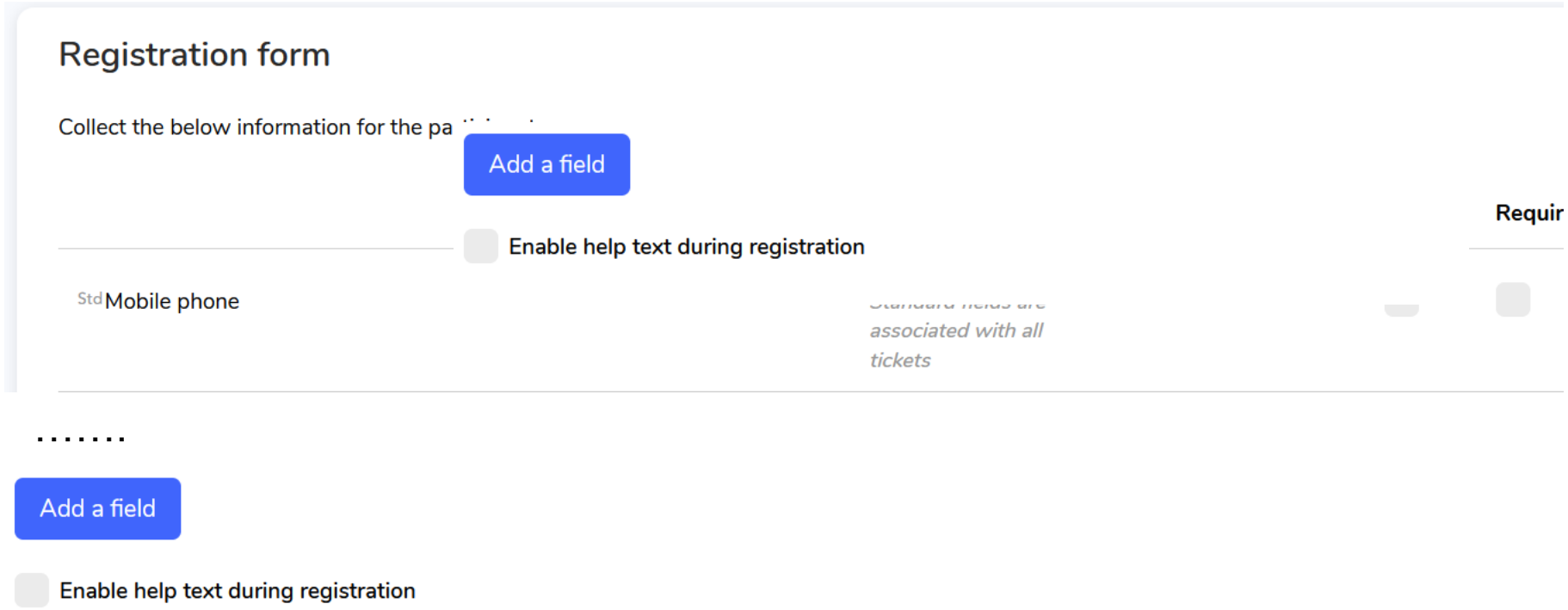
So I tried the “Additional Items” in the Registration section



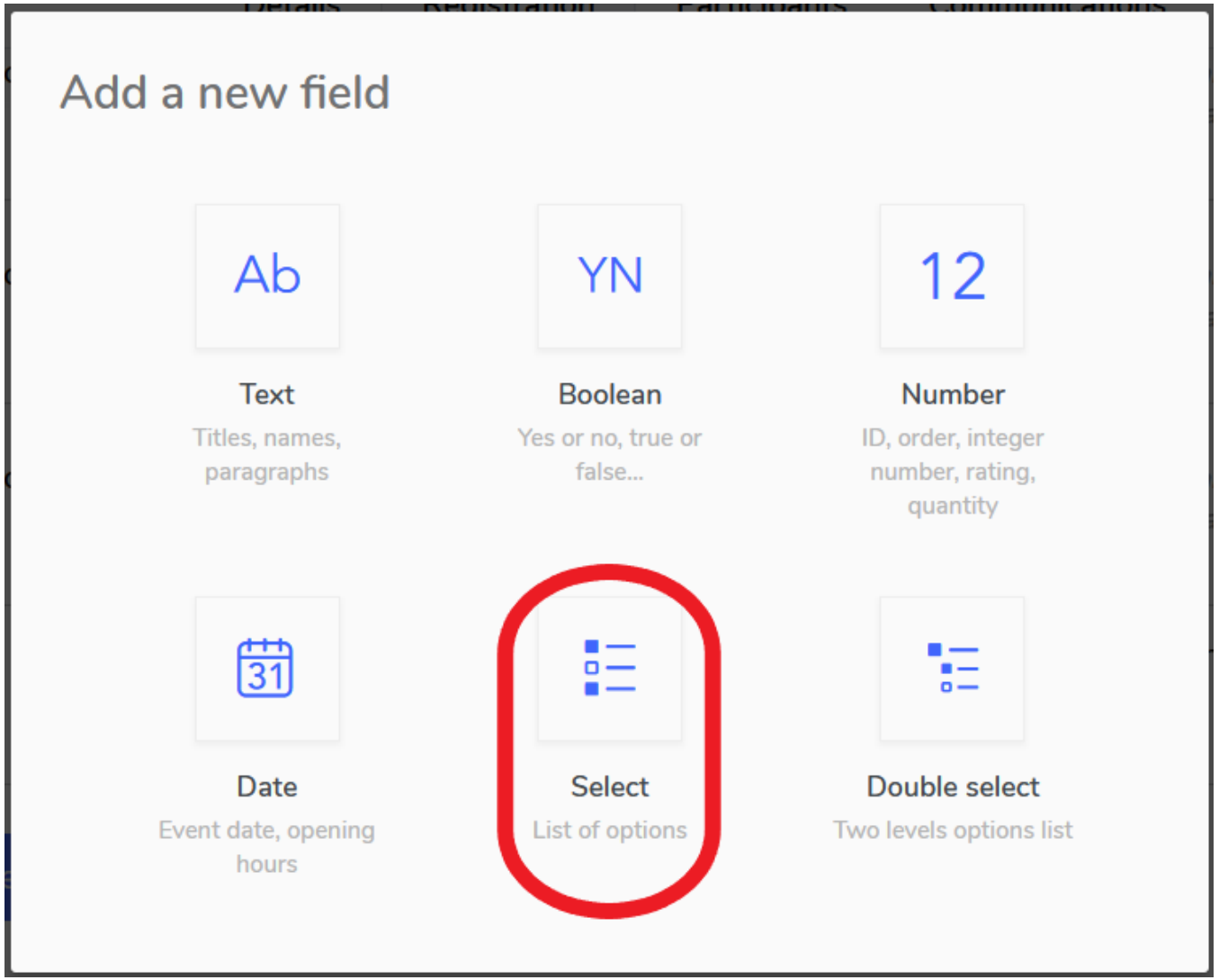
- These are set up to sell individual things ballet tickets
- ???
- I’ll ask mentor Bob Schaffel

An Example – Help in Action 2

- Bob got right back to me. Told me to click on Add a Field in the Registration Form section of the Registration page. This appears below the Add an Item I had tried and rejected

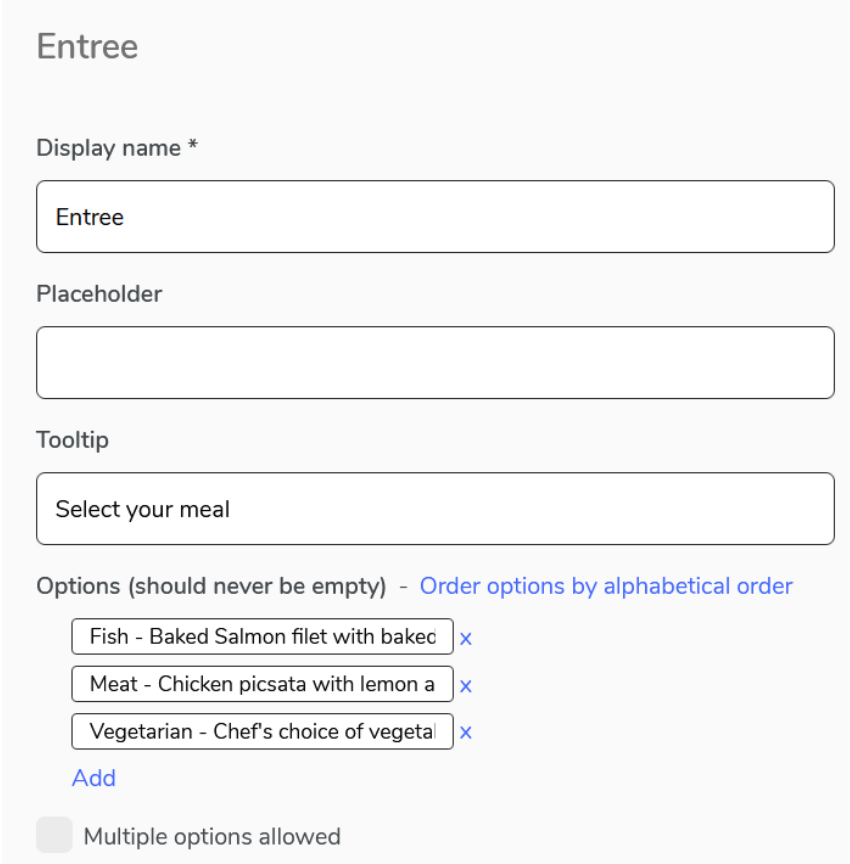


An Example – Help in Action 3



An Example – Help in Action 4

- Success! A menu selection added to the event registration
- Members have signed up for the event and selected their entree



An Example – Help in Action 4

- OK. Let's see how many orders we've gotten so far for Fish, Meat, or Veggie
- Umm – I can't find any way to actually see these entree orders.
- Time to call *MITHivebriteSupport@mit.edu*
- Quick response - "you will need to go to Participants then click on 'Export Attendee Data to Excel'. However, I exported this data and the entree data is not downloading in the report. I'm contacting Hivebrite about this"
- The next day "[Hivebrite says] When you go to Participants then click on "Export Attendee Data to Excel", you will get a pop-up window with data fields to select. Under "Complementary Information" select Entree. The entree selections will appear in the report."

An Example – Help in Action
Success!

	A	B	C
1	Attendee	First name	Entree
2	386871	Brian	Fish - Baked Salmon fil
3	386872	Karen	Meat - Chicken picsata
4	394792	Scott	Fish - Baked Salmon fil
5	398851	George	Fish - Baked Salmon fil
6	398950	Steven	Fish - Baked Salmon fil
7	399192	Michael	Fish - Baked Salmon fil
8	399462	Lillian	Fish - Baked Salmon fil
9	399563	Jon	Meat - Chicken picsata
10	400647	Nancy	Fish - Baked Salmon fil

- With a salute to Kim, Kimberley, Nora, and the rest of the staff at the AA office

Questions?

Thank you!