



MIT

Alumni  
Leadership  
Conference

# Welcome!

**ALC**

Alumni Leadership Conference 2023

**MITALUMNI**

# MITAA FY2024-2026 Strategic Plan

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# Agenda

- Mission and Vision
- Developing the FY2024-FY2026 Strategic Plan
- SP26 Goals
- Role of the Progress Committee
- Strategic Cohorts
- Tracking the Work
- Working Together in Partnership

# MITAA Mission and Vision

## Mission

The mission of the MIT Alumni Association is to further the well-being of the Institute and its graduates by increasing the interest of members in the school and in each other.

## Vision

Engage and inspire the global MIT community to make a better world.

## Developing the SP26

- Through FY23: Strategic Plan Refresh Committee
- The committee worked in partnership with AA executive team
- AA Staff were engaged in plan creation during three all-staff workshops
- Alumni feedback sessions at ALC and during FY22 and FY23 Board meetings
- MITAA Strategic Plan FY2024-2026 (aka SP26) officially approved May 2023

## Goals for the MITAA Strategic Plan (SP26)

### Community

Be a lifelong partner for all alumni to engage mind, hand, and heart with MIT and its global community.

### Philanthropy

Advance an annual giving program that grows loyalty and resources to support MIT's philanthropic priorities.

### Culture

Foster a culture and environment, rooted in MIT's values, that empowers staff and volunteers to do their best work together.

**Vision:** Engage and inspire the global MIT community to make a better world.

## Progress Committee

- R. Robert Wickham '93, SM '95, President of the MIT Alumni Association, *chair*
- Arjun Dayal '08
- David Fung '85
- Edward D. Hunter '79
- Natalie M. Lorenz-Anderson '84, President-select of the MIT Alumni Association
- Sarah Melvin '18
- Whitney T. Espich, CEO, MIT Alumni Association
- Sonal Rossi, Chief of Staff, MIT Alumni Association

*note that all meetings will include the executive team of the Alumni Association*



**...to engage in thoughtful conversation with,  
and provide insights to, the MIT Alumni  
Association Board and professional staff, in  
support of the implementation of the  
Association's Strategic Plan ("SP26").**

## Strategic Cohorts

- Alumnae
- Alumni in Underrepresented Groups\*
- Graduate Degree–Exclusive Alumni
- MIT10

While the Association will continue to sustain and enhance the engagement of all alumni, the above are cohorts identified as needing prioritized focus in the next three years.

## Tracking the Work

- Overall goal for SP26 = 60% + engagement
- MITAA executive directors each accountable for select Strategies
- AA Project teams at work on FY24 priorities, tracking activities for Q1-Q4
- Committee and Council alignment to support the work
- Red, Amber, Green assessment by the committee
- Quarterly reports on progress to be presented to the Board of Directors through FY26

# Working Together in Partnership

## Examples from Community Goal:

- Each summer, and again during ALC, share plans for signature events and programs with Board, clubs, classes and groups, and Institute partners, including DLCs.
- Roll out a new Alumni Relations Club/Group/Class Strategic Support process by July 2023 for emails, registration forms, and ongoing Encompass assistance and training. As part of this process, manage incoming tickets through Fresh Desk queue for greater alignment internally.

# Working Together in Partnership

## Examples from Philanthropy Goal:

- Summarize quarterly fundraising priority results, featured and evergreen, in a standardized report of donors and dollars by designation for staff and key fundraising volunteers.
- Measure and report back to volunteers on their outreach and impact on giving days.

# Working Together in Partnership

## Examples from Culture Goal:

- Roll out new online community engagement platform (Hivebrite) beginning in FY24 and complete in FY25.
- Consistently conduct annual employee and volunteer satisfaction and attitudinal surveys, share results, and establish action plans.

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Questions?

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Thank you!





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Sorry!

Technical Difficulties

