Department Networking Breakfast

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MITAA

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MITAA Communications

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Chris Santos
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MIT SA+P
Welcome & Introductions

◆ Who is in the room?
Goals for Today

- Introduce our Alumni Association Team
- Provide information on MITAA services to departments
- Profile email analytics
- Profile recent SA+P events
- Get feedback and answer questions
- Idea-share!
MIT Alumni Association – W98

- Greg Batcheler
- Hadley Kyle
- Alumni Relations
- Within the parents, students, and departments team
FY13 Overall Population
(*at end of FY13)

128,583
LIVING ALUMNI

DEGREE TYPE DISTRIBUTION

51% GRADUATE DEGREE EXCLUSIVELY
49% 1ST DEGREE UNDERGRADUATE

24% OF UNDERGRADS ARE DUAL DEGREE HOLDERS

77% DOMESTIC
14% INTERNATIONAL
95% CONTACTABLE
79% WITH E-MAIL ADDRESS
92% WITH POSTAL ADDRESS

GENDER DISTRIBUTION (CONTACTABLE ALUMNI)

79% MALE
21% FEMALE

MEDIAN GRADUATION YEAR (CONTACTABLE ALUMNI)

1980 UNDERGRADUATES
1987 GRADUATE DEGREE EXCLUSIVELY

BY SCHOOL

7% ARCHITECTURE
47% ENGINEERING
5% HUMANITIES & SOCIAL SCIENCE
21% SCIENCE
17% SLOAN
3% OTHER

PARENTS:
7,973 PARENTS
(CATEGORIES 2013-2016)
4,608 HOUSEHOLDS
287/245 ALUMNI PARENTS/HOUSEHOLDS

1,348/777 ACTIVE PAST PARENTS/HOUSEHOLDS

STUDENTS:
4,390 UNDERGRADUATES
6,686 GRADUATES
1,316 ALUMNI WHO ARE CURRENT STUDENTS
MIT AA Services

- **Data & Coding**
  - Requests for mail lists, counts, demographics
  - Alumni contact information updates: [alumnirecords@mit.edu](mailto:alumnirecords@mit.edu)
  - Coding of volunteers for the Institute
  - Coding of Lab and Center affiliation

- **Event Support**
  - Online Registration/RSVP
  - Attendee lists
  - Name Badges

- **Email Marketing**
Email Analytics

- **Joe McGonegal**
  - Email Strategist/Writer, MITAA Communications
  - [jmcg@mit.edu](mailto:jmcg@mit.edu)
Dear ##First Name##:

Congratulations! You have been selected to participate in the MIT Externship Program. Please save this email for future reference.

You have been selected because of your skills and/or experience. We hope that you are as excited to work on the externship as your alumnus/alumna sponsor is. If you choose not to accept the externship offer, please know we are unable to extend an alternate offer to you in this year's Externship Program.

To finalize your placement, you must complete the following steps:

1. Return to your applicant home page to view your match. The decide link will appear next to your application. When you click on the decide link you will be given two options: accept or decline. Make your decision and then click on the save button. You cannot change your decision after you click save. You must accept or decline by Thursday, November 14 at 9:00 a.m. If you choose to click accept and save, you will receive a confirmation email. Your confirmation email will include your sponsor's contact information, and your sponsor will be copied on this email.

2. Attend a mandatory externship orientation meeting. Please attend one of these two sessions:

   Wednesday, December 11 from 6:30 p.m. to 7:30 p.m.
   Thursday, December 12 from 6:30 p.m. to 7:30 p.m.

   Both sessions will take place in 34-101. If you have a conflict with this...
SA+P emails sent 3/2012-2/2014: % of openers and % of “super-clickers” (10+ unique clicks) by decade of graduation.
Events: SA+P Profile

- Chris Santos
  - Alumni and Donor Relations Manager, MIT School of Architecture + Planning
  - ccsantos@mit.edu
Connections

In more ways than one
The Challenge

How to engage alumni from the MIT Department of Architecture with limited resources?
The Answer?

Organize a one-day event at which alumni can reconnect with the faculty, the department, and with one another in collaboration with the MIT Alumni Association!
Divide and Conquer

- SA+P
  - Program
  - Save-the-date and invitation content
  - Mailing schedule (in consultation with AA)

- AA
  - Design
  - Mailing and e-mailing
  - RSVPs
  - Name badges
  - Uploading data to Adonis
Save the date for MIT Department of Architecture’s first “Connections” event – Wednesday, October 30, 2013.

- Network with your favorite faculty members, other alumni, and current students
- Reflect back on the Department’s history and discover what’s in store for the future
- Tour the architecture of MIT’s most recent construction

You will also be welcomed by School of Architecture + Planning Dean Adèle Naudé Santos, have lunch with faculty members, and enjoy a poster/networking session.

Invitation and event schedule to follow. Attendance will be limited to the first 100 to RSVP. Cost: SA+P alumni: gratis; guests: $10. Lunch included.

Interested in submitting a poster highlighting your work? You’ll find information about the poster session at http://alumic.mit.edu/Arch2013.

Poster registration deadline: September 1, 2013. Poster capacity is 27, so please register early.

Send your questions about the event to arch_ar@mit.edu.

E-mailed to 3,000 alumni with valid e-mail addresses
Mailed to 676 domestic and 154 international alumni without e-mail addresses
Please join us for MIT Department of Architecture’s first “Connections” event—Wednesday, October 30, 2013.

- Network with your favorite faculty members, other alumni, and current students
- Reflect back on the Department’s history and discover what’s in store for the future
- Tour the architecture of MIT’s most recent construction

You will also be welcomed by School of Architecture - Planning Dean Adèle Naudé Santos, have lunch with faculty members, and enjoy a poster/networking session.

Attendance will be limited to the first 100 to RSVP.

Cost:
Architecture alumni, gratis.
Non-architecture alumni and guests, $10.
Lunch included.

View the schedule and register to attend at http://alumic.mit.edu/ArchConnections2013.

Send your questions about the event to arch.ar@mit.edu.
Schedule of Events

9:00 am  Registration and Continental Breakfast
9:30 am  Welcome
   Adèle Naudé Santos
   Dean, School of Architecture + Planning
   Professor, Architecture + Planning
9:45 am  Session I
   The Department of Architecture @ MIT:
   The Historical Perspective
   Mark Jarzombek
   Professor of the History and Theory of Architecture
   Associate Dean, School of Architecture + Planning
10:45 am Session II
   Projecting MIT Forward
   Nader Tehrani
   Professor and Head of the Department of Architecture
11:45 pm Lunch with Faculty Members
1:30 pm  Session III
   Poster/Networking Session
3:00 pm  Campus Architecture Tour
   Meet your tour guides outside the Long Lounge
Event Results

- **RSVPs**
  90 alumni and 8 guests

- **Attendees**
  52 alumni and 5 guests (58%)
  37 from Massachusetts
  Farthest – Germany, FL, MI, NV, NM, TX
  8 rated RD/AG prospects

- **Poster Session**
  23 exhibitors
Dean Adèle Naudé Santos

Photos: Judith M. Daniels
Associate Dean and Professor Mark Jarzombek
Department Head and Professor Nader Tehrani
Poster Session
Poster presenter and oldest alum in attendance, Patricia Pierce BArch ’63, but also BA ’54 (Wellesley)
Other Results

- Positive feedback
  Thanks in large part to the Alumni Association

- Increased involvement
  Alumni stepping up to volunteer regionally

- Slight uptick in annual giving
  13% - increase in gift size (66 to 100%)
“Aftermath”

• Branding other events as “Connections” events

• Holding on-campus event (November 18) to both Architecture and DUSP

• Using Media Lab space

• Expanding publicizing of event
  PLAN in June
  SA+P e-mail newsletter in August

• Possibly hold stewardship event in the evening
THANK YOU

Questions & Networking