By the time that this issue of FOCUS reaches you, the new academic year will have started at MIT. As always, a new year brings new changes, and we are excited to announce a reorganization within the Clubs and Regional Programs group. Previously, Jamie Brogoli and I were Co-Directors of Clubs. Beginning July 1, Jamie accepted the new position of Director of Parent and Student Programs. This is an exciting opportunity for him, and we’ll look forward to our continued work with him on collaborative projects such as Toast to IAP events, New Admit Events in the spring, and Summer Send Off Events. Moana Bentlin and Krista McCabe were both promoted to Associate Directors, and they will now manage the entire portfolio of domestic clubs; Krista will oversee club programs in the Midwest and West Coast, and Moana will oversee club programs on the East Coast. They will both continue their work with our 5 alumni groups: AMITA, BANIT, BGALA, CAMIT, and MITAA. While overseeing the entire Clubs and Affinities programs, I will work directly with all of our international clubs. We all look forward to collaborating with you in our new capacities!

Thank you to all of you who have taken the time and effort to complete your Club or Affinity Year End Reports. The information that we glean from these reports is instrumental in helping us assess the overall health of our club programs and identify new trends that may be emerging. In addition, the club has tried to membership, and program data is scrutinized closely by the Alumni Association Board of Directors and is used to help them make staffing, budgetary, and strategic decisions regarding our program.

We hope to see many of you at the Alumni Leadership Conference (ALC) this year on Friday and Saturday, September 15-16! Your participation is key to making this a successful weekend. Most past attendees have felt that the opportunity to share ideas and brainstorm with fellow club and group colleagues is the most valuable part of the experience.

We hope that you feel as invigorated as we do in starting a new year of programming. In order to make sure that your volunteers feel supported, invigorated, and welcome, please be sure to give them ample training and guidance, especially at the beginning of their term. As always, you can access our online Club Leader Toolkit for tools and suggestions at: http://alum.mit.edu/clubs/toolkit/index.html. And, don’t hesitate to pick up the phone and call us! We look forward to serving as your partners and resources throughout the year.

Sincerely, Melissa Marquardt, Director, MIT Clubs and Regional Programs

Beaver Badge of Excellence: This issue’s Beaver Badge goes to the Club of Minnesota for the remarkable increase in their FY06 membership. Their success was due in part to their vigilance in following through with Member authentication at events. The Club offers a $10 price difference in member/non-member registration fees, and Non-members sign up sometimes using the membership rate. When these individuals show up at an event, they are strongly encouraged to pay their membership dues on the spot. Chad Ecken GM ’04 Club VP of Membership states: “It worked very well.”

The Beaver Badge would also like to give recognition to the Club of Southern California for having increased their membership each year for the past five years. Jenn Long Maxwell ’01, Club President writes, “The MIT Club of Southern California has placed increasing importance on its membership drive in the past few years. We started a focused marketing effort to educate people on the benefits of club membership. This includes personalized mailings welcoming alumni that are new to the area and inviting them to join the club and connect with the MIT community, and remind mailings to past members to renew their membership and continue to enjoy the benefits. In addition, the club has tried to focus on maintaining a consistent presence in the community by offering a diverse set of events that cater to all areas of our membership and advertising them on a regular basis. This year, we are taking our membership drive one step further by offering more exclusive events such as a speakers series featuring prominent local alumni and behind the scenes tours of facilities in the area. We are also reallocating the funds from our membership dues to translate into more direct benefits for the local community.”

SMARTTRANS ™ DUES REMINDER
The Dues Reminder feature on SmarTrans ™ is a convenient way for you to encourage lapsed members to renew their membership. In two easy steps, you can reach all lapsed members. Instructions on how to use this feature can be found on page 15 of the SmarTrans guide available on line https://alum.mit.edu/docs/ccp/clubs/smarttrans-guide.pdf. Contact SmarTrans help (smarttranshelp@mit.edu) if you need more information.

It’s not too late to consider attending the 2006 Alumni Leadership Conference on Friday and Saturday, September 15-16! Your participation is key to making this a successful weekend. Most past attendees have felt that the opportunity to share ideas and brainstorm with fellow club and group colleagues is the most valuable part of the experience.

As a minimum standard, all clubs should send at least one representative to the conference. In the past, many clubs have chosen to subsidize at least one volunteer’s travel to ALC from their local club budget. The value of the training and interaction is great, and everyone who attends will definitely gain contacts, new ideas, and support. The Alumni Association also offers a young alumni travel subsidy, and we urge each club to ensure that their Young Alumni Chair or a young alumni representative attend the conference.

For more information and a complete schedule on ALC, and to register online, visit: http://alum.mit.edu/ne/alc

Do you know of a club volunteer who went above and beyond the call of duty for an event or program? Don’t wait till it’s too late! Nominate them for the Alumni Association’s Volunteer Honor Roll of Service. For more information on the honor roll, visit our Web site at: http://alum.mit.edu/gv/volunteer/recognition/honor-roll.html and nominate today!

Club Officers who have recently made the Volunteer Honor Roll:
Jose L. Coppens ’99 – MIT Club of Tampa Bay
Adrian E. Gonzalez GM ’97 – MIT Club of Mexico
Sachiko Hirose HST ’00 – MIT Club of New York
Leon M. Kaatz ’64 – MIT Club of Hartford
L. Robert Pokorny ’69 – MIT Club of Long Island
Martin V. Zombeck ’57 – MIT Club of SW Florida

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The MIT Enterprise Forum presents “Global Entrepreneurship: Inefficiency as Opportunity in the Developing World,” their next global broadcast on Thursday, September 21st. Your MIT Club can still participate in this program by becoming a delayed viewing site. How?

Call Greg Wymer at the Enterprise Forum at 617-253-0015 or email mitef@mit.edu and say that you’re interested. To participate, arrange a venue and date for your Club. Once the arrangements are set and details have been shared with the Global Office, a copy of the program on DVD will be sent to you. The Enterprise Forum can even assist your Club with marketing materials. For complete details on the program and speakers, please visit http://enterpriseforum.mit.edu/

Enterprise Forum Global Broadcasts bring world-class MIT programming to your local alumni audience. Each broadcast focuses on a technology or topic of interest to the entrepreneurial community. Plan ahead for 2007 by scheduling these dates into your Club’s programming calendar:

- Thursday, January 25, 2007
- Wednesday, June 6, 2007

The January program will feature a panel devoted to forecasting the capital markets for 2007. Each broadcast runs from 7:00 – 8:30 p.m. Eastern time and is available at no charge live via satellite or Web cast or delayed on DVD.

President Hockfield Visits California Alumni

This June 2006 President Hockfield visited the Clubs of Southern California and San Diego. Hundreds of alumni came to meet and greet the President and her family, Dr. Thomas Byrne and Elizabeth Byrne in their local cities. President Hockfield updated both Clubs on the changes at the Institute as well as her plans for the year to come.

Order your 2006-2007 Club Directory Today!

Have you ordered your 2006-2007 Club Officer and Affinity Group Directory? If not, there is still time to place your order. The Directory is a wonderful way to stay in contact with volunteers from other clubs and alumni groups in your area and around the world. To order a directory contact Russell Boulais at: rboulais@mit.edu.

Affinity Groups Extend Association Outreach

The Alumni Association relies on alumni clubs and affinity groups to support its mission in building alumni involvement and commitment to MIT. Groups organized by ethnicity, gender, or affinity interest are a strong part of the alumni community. Five such groups are currently recognized within the Association’s worldwide network: AMITA (Association of MIT Alumnae), BAMIT (Black Alumni of MIT), BGALA (Bisexual, Gay and Lesbian Alumni of MIT), CAMIT (Chinese Alumni of MIT), MITAA (MIT Arab Alumni Association). Two new groups are currently being formed: MIT Grupo Unido Ibero-Americano (MITGUIA) for Latino/Hispanic Alumni and MIT South Asian Alumni (MITSAA). All groups are based on a self-identified constituency, and each group has its own board of directors and holds programs relevant to their mission and MIT as a whole. The Alumni Association encourages alumni clubs to include an Affinity Group representative on their boards to ensure collaboration. More information can be found on http://alum.mit.edu/ccg/affinity/index.html

2006 Summer Send Off Events

Each year during the months of July and August Summer Send Off events are held throughout the world to welcome the incoming freshman class to MIT. Summer Send Offs are hosted regionally by MIT Alumni Clubs, Parent Connectors (regional parent volunteers), or Educational Counselors. This year over 55 events were held worldwide allowing parents, alumni, current students, and student and alumni volunteers to come together and collectively welcome the incoming class of 2010. Thank you to all of the Clubs and volunteers who hosted events in their local areas! If you have pictures please remember to e-mail them to Krista McCabe at kmccabe@mit.edu.

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