

Institute Events

The mission of Institute Events is to meet the information needs of the MIT community, campus visitors, and the public; to promote a sense of community within MIT; to orchestrate and advise on issues of protocol; and to support conferences and events that enhance MIT's role in the broader academic community. In AY2014, Institute Events was composed of the Events and Information Center, the Community Services Office, and MIT Conference Services.

The schedule and scope of Institute Events activities continued to expand in AY2014, with the department engaged in support of mission-critical events and programs throughout the year. In addition to the public events listed below, Institute Events manages numerous activities on behalf of the president and other senior officers. In spring 2014, planning began for MIT2016 with the establishment of a steering committee to develop programming that will celebrate the Institute's move to the Cambridge campus. For the next two years, Institute Events staff will serve on the committee, chaired by professor John Ochsendorf, and will take a lead role in bringing the MIT2016 plans to fruition.

Events and Information Center

Beyond serving as an information and welcome point for visitors, the Events and Information Center plays an important role as a central information source for the MIT community. Over the past year, the staff assisted with the registration of 1,586 departmental events and 208 reservations for Infinite Panel displays. In addition to answering and redirecting thousands of telephone and in-person inquiries, Events and Information Center staff distributed 79,383 pamphlets, brochures, maps, guides, and other publications (which include Commencement tickets). Staff also continued to oversee scheduling of the Bush Room, managing 518 reservations for that space.

In FY2014, 135 undergraduate students worked as guides (a decrease of 11 from FY2013), conducting public campus tours for 39,414 visitors (a 12% increase from FY2013), of whom 12,985 were prospective students. The Events and Information Center received 520 private tour requests, resulting in being given to 4,458 individuals, including 2,628 prospective students. The student guides also conducted Campus Preview Weekend tours for 314 visitors, of whom 76 were prospective students. In total, 44,186 visitors went on a campus tour, and of that number, 15,689 were prospective students. In December 2013, Institute Events began a new service, "The MIT Experience," a tour that includes custom videos, handouts, and a private visit to the Coop in Kendall Square. This service makes it possible for MIT to welcome certain groups of visitors who benefit from information provided in their own languages.

In FY2014, Institute Events made arrangements for 18 groups of visitors including 126 special visitors from 15 countries (Brazil, Ecuador, Egypt, France, Hungary, Ireland, Italy, Japan, the Republic of Korea, the Netherlands, Pakistan, Portugal, Spain, Tunisia, and Venezuela). Of the 18 groups, four were from government, two were industry-related, and 12 were academic in nature. These 126 visitors included two heads of state, for whose visits Institute Events organized operations and supervised protocol.

This year, MIT was privileged to welcome His Excellency János Áder, the president of Hungary, and His Excellency Rafael Correa, the president of Ecuador.

During 2013–2014, Institute Events was involved with or directly responsible for events, visits, and programs that included the following:

- President Reif’s convocation for incoming freshmen and their families
- Tournament fundraiser for the Collier Memorial Fund
- Dedication of the David H. Koch Childcare Center
- Naming ceremony for the Memorial Lobby
- Dedication of the Alexander W. Dreyfoos ’54 Auditorium in the Media Laboratory Complex
- Winterfest, a December community social
- The Institute Diversity Summit
- Memorial service for Ann J. Wolpert, former director of the MIT Libraries
- MDRC Symposium and board meeting
- Big Data Privacy Workshop, co-hosted with the White House Office of Science and Technology Policy
- Community social to welcome Provost Schmidt and Chancellor Barnhart to their new roles
- Memorial service for President Emeritus Charles M. Vest and the naming of the Charles M. Vest Student Street
- Compton Lecture by the Honorable Valerie Jarrett, senior advisor to President Obama
- Killian Award lecture by professor Stephen Lippard
- Ceremony of remembrance for officer Sean Collier and a community picnic, including a rally for the MIT Strong marathon team
- MacVicar Day dinner at Gray House
- Meeting of the United States Olympic Committee
- Pfizer ribbon-cutting ceremony at 610 Main Street

Commencement festivities began on Thursday, June 5, when 421 doctoral degree recipients received their academic hoods in a ceremony over which Chancellor Barnhart presided. The 148th Commencement exercises were held on Friday, June 6. Guest speaker Ellen Kullman, chair of the board of directors and chief executive officer of DuPont, addressed an audience of more than 2,700 degree recipients and 10,000 family members, alumni, and guests.

Staff within Institute Events included Gayle Gallagher, Ted Johnson, Joseph Coen, Rebecca Tyler, Lee Corbett, Kimberly Nelson, Judith Zinker, and Michael Berry ’10. The department acknowledges the valuable support throughout the year from Dima Ayyash ’12 MCP ’13, Kristyn Maiorca Berry ’10, and Malcolm Jones.

Community Services Office

The Community Services Office is home to the MIT Activities Committee (MITAC), the Quarter Century Club (QCC), the Association of MIT Retirees, and Community Giving at MIT. These programs aim to optimize the work/life experience for faculty, staff, students, and retirees by providing opportunities to engage in social, educational, and cultural activities that strengthen the connection between MIT and the members of its community. The Community Services Office staff provides vital support to Institute Events, assisting substantially with the investiture of doctoral hoods, Commencement, and many of the other events and programs organized by the department.

During FY2014, MITAC and staff organized more than 250 cultural and recreational events, experiencing a stellar year in revenue and number of customers served. MITAC's total annual revenue exceeded \$685,000 (an increase of \$46,000 over FY2013), with 40,361 tickets sold on campus and at Lincoln Laboratory. MITAC served 5,456 unique customers, who enjoyed substantial savings (estimated at \$222,000) on tickets purchased. In its 30th year of operation, MITAC sales and customers served continue to grow. MITAC produces a monthly electronic digest (distributed to 18,500 employees and other interested MIT subscribers) and an electronic weekly newsletter (emailed to 10,200 enrolled subscribers). These communications are well received, cost-effective, and green, and they drive traffic to the MITAC website, which receives an average of 5,900 visits per month. In FY2014, 31% of visitors to MITAC's website were new users.

MITAC benefits from the participation of a Program Committee led by conveners Cheryl Vossmer (campus) and Janet Quinn (Lincoln Lab), along with a presidentially appointed Advisory Council chaired by professor Clifton G. Fonstad, Jr. The council provides guidance to MITAC on Institute priorities, policies, business practices, long-range planning, and the administration of the employee benefit program. The council focused on three priorities this past year:

- Creation of a mission statement to guide MITAC as it expands its services
- Guidance to the Program Committee, specifically on establishing focused subcommittees and member term limits to create new membership
- Support and counsel regarding the implementation of a new ticket and inventory software system for online ticket sales, which will launch in FY2015

After several years of exemplary leadership, Cheryl Vossmer and Janet Quinn stepped down from the Program Committee on June 30. New conveners to represent campus and Lincoln Lab will be selected in early FY2015.

The Quarter Century Club is composed of 4,210 active members, 193 of whom were inducted this year. Retiree Yvonne Gittens, president of the QCC, led an 18-member board of directors during FY2014. The board engaged in two significant undertakings to reduce expenditures: the transition to electronic invitations and the implementation of a guest fee to the summer event. Since expanding its scope in 2010, the William R. Dickson Retiree Education Fund, one of the programs administered by the QCC, continues to experience a robust number of applications. In FY2014, 15 applicants were awarded \$7,542 in grants.

Community Giving at MIT is a charitable giving program that facilitates donations made by MIT employees and retirees to the MIT Community Service Fund, the United Way of Massachusetts Bay and Merrimack Valley, and other health and human service agencies. This year, the program further improved its website, reporting tools, online giving options, and donor services. The campaign raised \$285,159 (an increase of \$21,825) through donations made by 609 employees and retirees (an increase of 92); 112 employees donated for the first time, and 108 donors continued their annual support through the sustainer program. The campaign also received positive attention on the MIT homepage with a video produced by MIT News that highlighted the MIT Community Service Fund and the work of MIT volunteers. Michael K. Owu '86, director of real estate in the MIT Investment Management Company, served as campaign chair and led a presidentially appointed steering committee of 13 faculty and staff members.

The Association of MIT Retirees continued its organization of membership, travel, educational, and social programming for the benefit of its 800 registered members. The Undergraduate Scholarship Fund, established in 2006, has raised \$74,777 in member donations since its inception and has awarded seven scholarships to MIT undergraduate students. The Association is an active member of the Boston Area College and University Retiree Associations and the Association of Retirement Organizations in Higher Education. Nancy Alusow and Joseph Collins served as co-chairs of the 17-member volunteer advisory committee. David Hogarth, a dedicated committee member, passed away in October 2013.

Community Services Office staff members in FY2014 were Ted Johnson, Traci Swartz, Diane Betz Tavitian, Linda Olson, Michael Philbrick, and Anthony Farrell '13.

MIT Conference Services

MIT Conference Services (MITCS) provides logistical coordination and registration services to conferences, meetings, educational programming, and other events sponsored by MIT departments, faculty, and staff. In FY2014, the office supported 56 programs and more than 17,500 participants. During the academic year, MITCS also coordinated nearly 200 recruitment presentations for organizations interviewing MIT undergraduates under the auspices of the MIT Career Development Center. In addition, the MITCS office served as the central booking point for more than 350 individual conference guests staying in MIT residence halls in the months of June, July, and August.

MITCS supported recurring events that included the International Genetically Engineered Machine World Competition, the Deshpande Center IdeaStream Conference, the MIT System Design and Management Systems Thinking Conference, the McDermott Award Public Lecture, the Industrial Liaison Program 2013 Research and Development Conference, and the MIT Venture Mentoring Service User Group meeting. MITCS provided support to Institute-wide events, including the MLK Breakfast and the Institute Diversity Summit, and collaborated with many departments, centers, and labs on special events and professional conferences both on and off campus, including the International Symposia on Advancing the Chemical Sciences, the Presencing Institute Forum, the Student Disabilities Conference, the Inaugural MIT Institute for Medical Engineering and Science Symposium, the International Symposium on Continuous

Manufacturing of Pharmaceuticals, the 2014 International Sustainable Campus Network Conference, the Collective Intelligence Conference, and the 13th International Workshop on Radiation Damage to DNA. MITCS again provided coordination services to summer youth activities, including the International Baccalaureate Summer Program offered by Oxford Study Courses, the Sally Ride Girls Science Camp, the iDTech Camp and Programming Academy, the Sutton Trust Program, and the Lead America Engineering and Robotics Conference.

Conference Services staff during AY2014 included Cathi Levine, who was promoted to director; Eva Cabone, coordinator; Sudha Cheruku, financial assistant; Natalie Laney, events assistant; and Nicole Silva, events facilitator. MIT retiree Virginia Lauricella provided invaluable support to the team.

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