

7) Association Services Available to Chapters

The Enterprise Forum Global Office can assist Chapters in taking advantage of basic services provided by the Association. These services, which can be enhanced to meet the needs of individual Chapters, include:

Enterprise Forum Staffing

Christine Tempesta (617) 253-8222 tempesta@mit.edu
Director, Alumni Activities
MIT Alumni Association
MIT Enterprise Forum, Inc. Global Office as part of the Alumni Association

Antoinette Muller (617) 253-8053 amuller@mit.edu
Director
MIT Enterprise Forum, Inc. Global Office

Greg Wymer (617) 253-2440 gwymer@mit.edu
Associate Director
MIT Enterprise Forum, Inc. Global Office

Anne Dowell (617) 253-4189 dowell@mit.edu
Administrative Assistant
MIT Enterprise Forum, Inc. Global Office

Chapter Leadership Meetings

This workshop is held annually in the Spring and is open to any Chapter officer/leader who would like to attend. It is strongly suggested that each Chapter have at least one representative at the Spring Chapter Leadership Meeting.

Alumni Leadership Conference

This workshop is held annually in early Fall on the MIT Campus, and is open to any Chapter officer who would like to attend. It is strongly suggested that each Chapter have at least one representative at ALC.

Forum Focus Newsletter

This publication is produced by the Global Office and is sent to chapters electronically to either be emailed to members, placed on a chapter's web site, or both. It can also be printed for distribution at events. The newsletter contains articles of interest to entrepreneurs, and the back page is formatted so that each chapter may personalize it with local information.

Online Toolkit

The Enterprise Forum Chapter Leader Toolkit is designed to help officers build their Chapters. Resources include helpful ideas from experienced Chapter leaders, management resources, a mid-year assessment guide, mailing information, annual reports, recruitment

help, event planning guide, Forum Focus newsletter in pdf format, a presentation guide, templates and more.

Monthly Enterprise Forum Volunteer E-Newsletter

On or around the 15th of each month, Enterprise Forum Global Office sends an email newsletter to all Chapter chairs, officers and committee volunteers. The e-newsletter keeps everyone up-to-date on all of the Forum happenings worldwide, with an emphasis on messages that the Global office is interested in publicizing to all parties.

Chapter Demographic Profiles

The Alumni Association will, on request, provide each Chapter with a demographic profile of its local alumni population. This will include a complete list of all living alumni in the Chapter area as well as their name and address information. It will also include numbers of alumni/ae within area sorted by zip code, class year, and MIT course. These are also available for profiling members of a local Chapter, and can be provided upon request.

MIT Supplies

MIT banners can be borrowed on a first-come, first-served basis. They may also be purchased by the Chapter via The Coop link located at <http://alum.mit.edu/ccg/clubs/index.html>.

The Custom Factory at the MIT Coop Online is your one-stop source for customized promotional gear. Almost any item can be imprinted with your chapter logo. Follow the link on <http://alum.mit.edu/ccg/clubs/toolkit/> to order online. Contact Allan Powell (617-499-2025) with questions or for items you may not see offered.

THE MIT Graphic Identity <http://web.mit.edu/graphicidentity/index.html>

MIT's Publishing services bureau has provided this online guide to provide the tools and guidelines you'll need to integrate the MIT identity into your print and electronic media, along with some handy templates and other key resources.

Guidelines for Developing an Enterprise Forum Chapter Web Page

The MIT Alumni Association can host your Chapter's web page free of charge using our Alumni Site Builder tool.

The MIT Alumni Association offers a web-based application in the Infinite Connection that automates the time-consuming and often complicated task of Website management for alumni volunteers.

Alumni Site Builder™ allows your group to maintain a robust web presence including photos, images, and downloadable documents without the need for HTML programming. Your group can customize a banner heading or select from five MIT scenes. If your group is using SmarTrans™, the Association's tool for collecting dues payments and managing events online, links to your SmarTrans™ payment forms can be integrated into your Alumni Site Builder™ Website.

Policies & Procedures

Enterprise Forum/AA staff will not design or maintain the content of web pages for a Chapter, but the Association will host the web site. Volunteers who are interested in developing web pages for their chapter should contact Antoinette Muller or Greg Wymer at mitef@mit.edu or (617)253-0015.

Topics to Consider

Many Chapters who currently post web pages provide information about membership (benefits and how to join), upcoming events, resources for event organizers, a timeline for publications, a list of Chapter officers, Chapter history and career opportunities. The Chapter does have flexibility in what they put on their site as long as it is MIT- and entrepreneurially-related and that nothing offensive is posted. To ensure accuracy, web pages should be refreshed regularly.

Photographs and Graphics

As with any form of publication, permission must be received and proper credit given before any photos or graphics are posted. No copyrighted material (photographs, cartoons, etc.) can be used without express permission of its owner/creator. Clip art of various MIT logos are available from Enterprise Forum Central Office. We recommend pictures and graphics be no larger than 35K to facilitate easy and quick access to the Chapter page by most computers.

MIT Faculty and Staff Speakers

Because the Association is trying to meet as many of your requests as is possible with our limited resources, and given that we are dependent on the faculty volunteering their time and efforts, we have outlined the following guidelines:

The Alumni Association will consider paying some of the travel expenses for faculty visiting MIT Enterprise Forum Chapters in North America and will continue to advise international chapters of faculty travels when we have such information.

Although the aim of Global Office services with regards to speaker requests is to do its best to meet the specific requests of each chapter, it is not always possible to do so. Ultimately, our ability to fulfill your requests lies in the particular schedules of the faculty and senior administrators.

Being volunteers yourselves, you are in a better position than others to empathize with the faculty when they are in their own volunteer role as speakers. So we all know the disappointment we feel when an event we've worked hard for just does not draw a sizeable audience. Because we would like to maintain a "good neighbors" relationship with the faculty, we all need to do our best to insure that they feel their travels to your areas are a good use of their time. Therefore, we ask that Chapters follow the following attendance guidelines:

For faculty or notable alumni:

- Major Markets: 35-50 attendees.
- Mid-sized Markets: 25-35 attendees.
- Small Markets: minimum of 25 attendees.

Remember, the best way to attract a faculty member to give a talk to your Chapter is to find someone who has reason to travel to your area. So, keep your ears and eyes open for any information on faculty travel in your locales and let us know.

Guidelines for organizing an event featuring a presentation by an MIT faculty member:

- **Event Organizer:** Designate one person to chair the event and to serve as the liaison with the MIT Speakers Bureau.
- **Request:** Submit your request as far in advance as possible, preferably allow at least six months.
- **Options:** Be open to presentations by younger members of the faculty who may not be full professors. Bear in mind that the most well-known are most likely to be the ones we would have the least success in obtaining.
- **Attendance:** Attendance level is crucial. Keep in mind that the faculty are volunteers who are giving us time that could be spent in their labs, with their families, or doing research. For this reason, we ask chapters to follow the attendance guidelines listed above.

- Event Details: Please work out all arrangements for A/V needs through the Speakers Bureau.
- Gifts: As an added touch, a small gift of appreciation for the speaker is a welcomed keepsake.
- Post Event Items: After the event, send a thank-you letter to the speaker. A Speaker Evaluation form will be sent to you through email for you to fill out and return to the Association.

DATABASE SERVICES

The Association's Alumni and Development Database System (Advance) includes:

- all known living graduates of the Institute
- anyone who has attended MIT for two semesters or more who has requested that they be added as an alumnus, including visiting fellows
- Honorary members
- widows and widowers, if information has been made available
- parents, if information has been made available
- faculty
- non alumni that are affiliated with the Institute through volunteer work (Enterprise Forum)
- Friends (donors)
- Current students

Address updates

The Association staff asks Chapters to encourage their members to maintain accurate address information with the Association. Volunteers may call, write, or fax new information to the Enterprise Forum Global Office. If Institute records are incorrect (through returned mail), please forward the returned mail to:

MIT Enterprise Forum, Inc.
Records Update
c/o Enterprise Forum Staff
77 Massachusetts Avenue, Building W59-230
Cambridge, MA 02139

Alumni may also update their addresses online at <http://alum.mit.edu>. If you do not have a returned piece of mail, you may wish to use the address update form or email mitalum@mit.edu. (Please make photocopies as needed.)

Chapter Membership Information

In order to facilitate a smoother flow of information between chapters and the Enterprise Forum Global Office, Enterprise Forum Chapters should submit their initial membership lists for the year no later than **July 15**. Memberships submitted thereafter on a rolling basis will be processed within 10 working days of their receipt at the Association.

When submitting Chapter membership updates, only the names of current members who have not already been entered into the system for the present fiscal year should be sent. Chapters should provide the EF Global Office with an alphabetical listing of members.

Keeping the Chapter up-to-date

The Association of MIT Alumni and Alumnae is committed to maintaining a top-rate database, with the most current information on all of our alumni, non alumni, staff, faculty and friends of MIT. Chapters can help to ensure that the data in the Association's database is accurate by providing regular address and membership updates from your local constituency. The Association's database captures a person's home and work address, work title and company, home and work telephone and FAX numbers, and one email address, and identifies the person by "sequence number." The address at which the person wishes to receive mail is marked on the Association's database as "preferred."

You can send your address and membership updates electronically. We are encouraging all Chapters to send in information as soon as it is available. You need not wait to send in address and membership updates on a monthly or quarterly basis, but instead you can send changes as soon as you have them.

Sending Address Updates Electronically

- Post email to mfinlay@mit.edu
- In subject line of message type "Address Update - MIT Enterprise Forum of _____"
- In body of message, type your name, contact information, your Chapter Position
- For each person's address update include their sequence number (if known), full name, class year (if applicable), and new address information

Allow ten days from the date of your email for the address update to be completed in the Association database. Example:

To: mfinlay@mit.edu
From: John Smith <jsmith@aol.com>
Subject: Address Updates - chapter of Boston

Included below are address updates from the MIT Chapter of Boston. I am John Smith, VC of Membership. Questions about these changes should be directed to me at <jsmith@aol.com>, or 617-555-9999.

1995 001 060 Suzi L. Charles '95
New address:
576 Memorial Drive
Cambridge, MA 02139
new home phone: 617-555-7878
new e-mail: <suzi@msn.com>

Sending Membership Updates Electronically

- Post email to mfinlay@mit.edu
- In subject line of message type “Membership Update - MIT Enterprise Forum of _____”
- In body of message, type your name, contact information, your Chapter Position
- For each new member include, in comma delimited text, the member’s sequence number (if known), full name, and MIT class year where applicable.

Do not send address changes in a membership update email; post a separate message for those changes. Again, allow ten days from the receipt of your email until the membership record is updated.

AWARDS

Bronze Beaver

The Bronze Beaver is the highest honor the Association can bestow upon any of its members. It is awarded in recognition of distinguished service to the Institute and/or its Association of Alumni and Alumnae. Non alumni can also be elected.

Lobdell Award

The Harold E. Lobdell '17 Distinguished Service Award is given in recognition of valuable alumni/alumnae relations service to the Institute and/or the Association that is of special depth over a sustained period.

Morgan Award

The George B. Morgan '20 Award is given in recognition of sustained excellence in all aspects of Educational Council activity, including dedication to MIT, an abiding concern for and sensitivity to the best interests of prospective students, and exceptional standards of achievement and professionalism in the execution of Council responsibilities.

Kane Award

The Henry B. Kane '24 Award is given in recognition of exceptional service and accomplishments in fundraising for the Institute or the Association.

Presidential Citation

The Presidential Citation is the highest honor the Association can bestow upon any of its organizations. It is awarded in recognition of distinguished service to the Institute and/or the Association. MIT Enterprise Forum Chapters are also eligible for this award.

Honorary Membership

Anyone who is not an MIT alumnus/a, including any present or former member of the Corporation, as well as his or her spouse, who has rendered outstanding service to the Association or the Institute, may be elected to Honorary Membership in the Association, with all privileges except voting.

Enterprise Forum Chapter Awards

It is possible for the Association to print special certificates of merit recognizing service in a particular Chapter. These might go to retiring officers or Board members, or to someone else in the Chapter whose work is very much valued. Enterprise Forum Global Office can assist in arranging to have the appropriate certificate printed. These might be provided strictly for local use and be signed by the Chapter President, or reflect national appreciation and be signed by the Executive Vice President of the Association.

Volunteer Honor Roll

The first Honor Roll of Service to recognize outstanding volunteer performance in a given year was published in February 2004 on the Association's Web site. Honor Roll members are sent a congratulatory letter and small gift. New members are publicly recognized via the electronic newsletter sent to all current alumni volunteers. Alumni and staff are encouraged to nominate individuals who fit the criteria.

MIT Enterprise Forum, Inc. National Board of Directors Chairman of the Board

**Enterprise Forum Board Members
FY 2007**

Joseph G. Hadzima Jr. Esq. '73 Chair

James H. Black, Jr. '69

Joost Bonsen '90

Jay Caplan '83

Will Clurman GM '97

David Coombs '91

Reuben Cummings '04

Cris Dolan AR '94

Elizabeth Garvin HM (*ex-officio*)

Peter Handrinos

Elizabeth Frank Jones

Rich Kivel

Luda Kopeikina SL '90

Roy Morris EE '78

Hollie Schmidt '87

Susan Ayers Walker

Bios can be found on the web at <http://enterpriseforum.mit.edu/about/boar>