



Report to the President year ended June 30, 2024, MIT Alumni Association

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Overview

As Fiscal Year 2024 ended on June 30, the MIT Alumni Association (MITAA) capped a consequential year of activity that led 67 percent of the Institute's living alumni to engage with the MIT community.

The MITAA reached this successful finish—which represents a seven-point increase over the set FY24 engagement* goal—by engaging its constituents with events, programming, and annual giving efforts designed to bring them closer to the Institute and to one another. Throughout it all, the MITAA stayed rooted in its Strategic Plan 2024 – 26 (SP26), with longstanding traditions, innovative pilots, and record-breaking moments all rolling up to one or more of the plan's goals around community, philanthropy, and culture.

The power of collaboration served as a critical factor in this fiscal year's success. It was demonstrated by the partnership among the Association's professional team, alumni volunteer leaders, campus stakeholders, and the Institute administration, who worked together to maximize the positive—such as a tour introducing Institute President Sally Kornbluth to alumni and friends around the globe—while navigating challenges, such as the impacts of geopolitical turmoil on our campus and our MIT community beyond.

While the fiscal year ahead promises more of the same, the following report signals optimism, as it shows how the MIT Alumni Association can keep most of the Institute's alumni engaged.

*The MIT Alumni Association in Fiscal Year 2024 measured the engagement of the Institute's alumni in three ways: face-to-face, philanthropic, and virtual.

FY24 MIT Alumni Association Highlights

Events

- The MITAA supported more than 1,000 in-person and virtual events attended by nearly 25,000 unique registrants.
- The Association, in partnership with the Office of Resource Development, held Presidential Welcome Tour events in New York City, San Francisco, Washington, DC, and London, to introduce Institute President Sally Kornbluth to more than 2,700 alumni and friends around the world.
- MIT Tech Reunions, MIT's largest gathering of alumni each year, featured over 120 individual events and welcomed more than 3,300 alumni and guests to campus.
- President Sally Kornbluth participated at a fireside chat with MIT Alumni Association President R. Robert Wickham '93, SM '95, at Technology Day during Tech Reunions—a program that focused on the Institute's commitment to tackling climate change.
- The Association produced 24 events for undergraduate alumni classes in non-reunion years.
- Five events were co-presented by the Cardinal & Gray Society, which includes MIT alumni who have passed their 50th-reunion milestones, and the Emma Rogers Society, which welcomes the widows and widowers of community members, drawing over 1,700 registrants.
- More than 4,400 registered for the virtual MIT Alumni Forum series of five programs, which featured MIT faculty and Institute leadership discussing topics such as Quantum at MIT, Smart Cities, and the Future of Artificial Intelligence.
- More than 975 volunteers for clubs and affinity groups planned more than 1,000 events worldwide, providing educational, social, and service opportunities.
- The Association cohosted Pi Reunions, which saw the Class of 2020 welcome over 700 attendees to celebrate 3.14 years since graduating from MIT.
- To celebrate Pi Day and the MIT 24-Hour Challenge, the Association held a carnival-like event in Lobby 10 for the on-campus community, with participation from the Institute's senior leaders, including President Kornbluth.
- The MIT10 and graduate degreed alumni 1–10 years out programs hosted 13 Young Alumni Events throughout 2024, reaching more than 620 alumni attendees.

Philanthropy

- MIT Annual Giving reached nearly \$82 million from nearly 34,000 donors.

- The Institute hit an alumni participation rate of 17.4 percent, which represents 24.0 percent of undergraduate and dual-degree undergraduate alumni, and 12.0 percent of graduate degree–exclusive alumni.
- More than 15,250 alumni and friends contributed more than \$18.4 million to unrestricted and scholarship funds through Annual Giving.
- Individual outreach to more than 2,500 constituents and visits with 340 individuals resulted in 375 gifts totaling more than \$3.6 million.
- The Student Philanthropy Program, which focused this year on cause-based giving, saw 665 undergraduate students make gifts to MIT.
- Reunion classes raised over \$224 million from over 3,500 donors
- The MIT 24-Hour Challenge set a record with 9,875 alumni and friends making gifts to various Institute departments and groups totaling \$4.65 million in a single day.
- MIT Annual Giving’s efforts to raise funds as part of the international Giving Tuesday resulted in 3,905 donors contributing \$1.4 million.
- The MITAA recorded more than 42,000 gifts via credit card and online sources and nearly 700 pledges.
- The Annual Giving Leadership Circle, which stewards annual leadership donors making annual gifts of \$2,500–\$100,000, recognized 6,041 alumni and friends.
- Comprising donors who give for three consecutive years to the Institute, the Annual Giving Loyalty Circle honored 19,548 alumni and friends—1,964 of whom have given every year since graduation, including one donor who has given for 77 years consecutively.
- The Tech Callers program included 45 student callers who brought in \$265,358 from 1,593 donors with an average calling hour of \$126 in gifts.

Programs, Communications, and Benefits

- Logins to the Infinite Connection—the MITAA’s suite of online services that includes Email for Life and the Online Alumni Directory—totaled more than 58,500.
- The Alumni Association website, alum.mit.edu, received more than 1.57 million visits.
- The MITAA produced the first annual digital holiday greeting message from President Kornbluth and Daniel Lew to the worldwide community of MIT alumni, faculty, staff, students, and friends.
- More than 86,000 unique alumni clicked on links in emails sent from the MITAA. Overall, email sent through the Infinite Connection overall achieved a weighted average open rate of 49 percent.

- The MIT Alumni Career Design Fellowship, a 30-day online program of alumni working together, peer-to-peer, to design what's next for them professionally, continued in its third year with more than 180 alumni participants.
- The MITAA's YouTube channel reached over 2.24 million views, and its SoundCloud channel accumulated over 132,000 plays.
- On social media, the MITAA had nearly 51,000 Facebook fans, more than 32,000 LinkedIn members, nearly 29,000 Twitter/X followers, and nearly 21,000 Instagram followers.
- Virtual Reunion Books were produced for the classes celebrating reunions, and the class notes published in *MIT News* continued to be popular. In total for FY24, an aggregate 2,800+ pages were submitted across 13 Virtual Reunion Books and 4,275 alumni submitted personal notes about their lives.
- The *Slice of MIT* blog received more than 250,000 views.
- The MIT Alumni Advisors Hub, an online platform that connects student and alumni advisees with volunteer alumni advisors for meaningful 1:1 virtual professional mentoring sessions, engaged approximately 1,800 platform members through more than 900 scheduled consultations in FY24.
- The MIT Alumni Job Board hosted over 300 job postings by alumni and non-alumni employers in FY24. This platform provides alumni with exclusive access to these professional opportunities.

MITAA Board and Volunteer Leadership

- The number of alumni, students, and friends who volunteered for the Institute in FY24 totaled more than 15,500.
- The MITAA Board met eight times throughout the fiscal year, with two in-person meetings and the rest held virtually.
- The MIT Alumni Association Strategic Plan 2024–2026, known as SP26, which was co-developed by the MITAA staff and Board leadership, marked its first year.
- Nearly 600 volunteers and guests participated in the MIT Alumni Leadership Conference (ALC) in September, highlighting advances in Artificial Intelligence, volunteer training, and the annual Leadership Awards Celebration.
- The MITAA Board of Directors Program Committee participated in a year-long review of goals and outcomes of ALC.
- The MIT Annual Giving Board was an active partner in helping the MITAA set forth its donor recruitment and stewardship plans.
- A cross-Association team launched the MIT Alumni Online Community, powered by Hivebrite, migrating 199 clubs, classes, and alumni groups' web pages to this new and vibrant community.
- Monthly club and group Council calls were held by staff to create opportunities for connections among the various group volunteers in service to the MITAA's and Institute's efforts.

- More than 180 volunteers engaged in class-based and alumni-group fundraising, contacting more than 9,900 alumni.
- A triangulated partnership between the MITAA, the MIT Washington Office, and the volunteer-led Legislative Advocacy Advisory Committee resulted in outbound messages about the Institute's US legislative priorities as they aligned with current matters before Congress.
- Work with the Graduate Alumni Council led to graduate-degreed alumni-specific events held in FY24, including the Graduate Book Club events with more than 160 registrants, the Bawendi Lab Reunion (91 registrants), and the India's Unsung Climate Champions webinar (120 registrants).
- Nearly 350 alumni and friends engaged as MIT 24-Hour Challenge Ambassadors, personally contacting more than 550 members of the MIT community.
- A group of 65 Annual Giving volunteers participated in Class Giving Outreach Hours hosted during four peak time periods of giving for MIT, contacting over 4,100 alumni and acquiring 665 gifts.

Institute Partnerships

- The MITAA partnered with Institute leadership, the MIT advancement community, and colleagues across campus to engage with alumni concerned about the impacts of the Middle East crisis on MIT's campus.
- The Association leveraged major events—such as the Presidential Welcome Tour and Reunions, MITAA communications, and several one-to-one and group conversations—to help provide alumni with a clearer picture of what the Institute and its senior leadership were doing to keep the MIT community safe and whole during the protracted crisis.
- The MITAA partnered with the Office of Resource Development in efforts to source a new and transformative customer relationship management (CRM) solution to replace the Institute's aging database of record, Advance, including conducting a proof-of-concept test of Salesforce products.
- The MIT Alumni Association hosted more than 2,300 parents and family members of undergraduate students on campus during the 2023 Family Weekend. Among the 60 events held over the weekend, highlights included open classes, tours of labs and key MIT campus spaces, a conversation with Institute and student leaders, and an A Cappella Concert and Wind and Jazz Ensemble performance.
- The many areas of the Association that received contacts for help, data, and support processed 22,799 tickets on our customer support platform, with a 95 percent positive customer satisfaction rate and an average initial response time under 4 hours. These tickets included requests for data, biographic updates on alumni records, email support for departments, labs, and centers, and requests for Infinite Connection account help.

- The MITAA collaborated with MIT's departments, labs, and centers to send more than 1.14 million emails to those entities' alumni and friend constituents.

Organizational Infrastructure

- In FY2024, the MITAA's total expense budget of \$ 20,443,178—including \$1,879,709 allocated for subscriptions to *MIT Technology Review*— was funded by \$ 18,563,469 in General Institute Budget (GIB) funds, program revenues of \$460,320, and \$698,000 from the Association reserves.
- The Association's operating budget endured another stressful year, given the increasingly competitive environment for advancement talent and the effects of inflation across all cost categories. Despite the challenges, significant open-position savings and underspending in select areas, combined with an increase in event revenue, offset all cost overages, resulting in a final closing position of a positive operating margin of \$ 95,000.
- In FY24, the MIT Alumni Association filled 19 positions, 2 of which were internal MITAA applicants. Moreover, the AA promoted an additional 7 existing staff members.
- The MITAA worked with the Office of Resource Development to continue the Belonging, Diversity, Equity, and Inclusion Committee to support employees. Efforts including one on-site training in the fall.
- The MITAA continued work with the MIT Federal Credit Union on its alumni-focused affinity agreement, while also shoring up its longstanding partnerships with MIT Professional Education, the MIT COOP, the Harvard Club of Boston, and others.
- MITAA staff were offered 29 professional development training programs and opportunities.
- In their joint project Advancement Technology Transformation, the Alumni Association and Resource Development continued to advocate for an email marketing transition.
- Alumni updated their biographical data in a series of self-reported updates, including home address updates, employment or business address updates, and email updates.
- MITAA staff helped record over 78,000 biographical updates and fielded nearly 7,000 help inquiries from alumni, donors, and constituents across the Institute.
- More than 9,000 requests for assistance were made to help@alum.mit.edu, with 97 percent of post-help survey respondents indicating that they were extremely satisfied with staff courtesy and 96 percent satisfied with staff skills and technical knowledge.
- More than 30 replacement laptops were deployed, Zoom Phone was put into effect, and equipment like mobile phones, desktop computers, and printers, as well as software, were continually supported.

The MIT Alumni Community by the Numbers (data as of July 1, 2024)

- There are 148,612 MIT alumni living in the world today, with the MITAA maintaining contact information for 97 percent.
- 67 percent of living alumni engaged with MIT in FY24.
- 45 percent of alumni hold undergraduate degrees, 55 percent hold graduate degrees, and 26 percent of undergraduate degree holders also have MIT graduate degrees.
- 73 percent of alumni are male, 27 percent are female.
- 76 percent of alumni live in the US, 16 percent are international, and 8 percent do not have verifiable home addresses.
- In terms of the breakdown of alumni by school:
 - 47 percent hold engineering degrees.
 - 20 percent hold science degrees.
 - 20 percent hold management degrees.
 - 7 percent hold architecture degrees.
 - 5 percent hold humanities, arts, and social sciences degrees.
 - 1 percent hold other degrees.

For further information on the MIT Alumni Association, visit us online at <https://alum.mit.edu>.