

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 AY2016, Institute Events comprised the Events and Information Center, the Community Services Office, and MIT Conference Services.

The schedule and scope of Institute Events activities in AY2016 continued to expand, with the department supporting mission-critical events and programs throughout the year. A significant portion of AY2016 was spent planning and executing MIT2016: Celebrating a Century in Cambridge, the commemoration (ongoing throughout the spring) of the Institute's 1916 move from Boston and the first century at its Cambridge location. In addition to the events listed below, Institute Events manages numerous activities on behalf of the president and other senior officers.

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 2,862 departmental events (a 105% increase in total registrations, which is attributed to the introduction of an online digital event registration system in July 2014) and 221 reservations for Infinite Panel poster displays in the corridor. In addition to answering and redirecting thousands of telephone and in-person inquiries, Events and Information Center staff distributed 99,146 pamphlets, brochures, maps, guides, and other publications (including Commencement tickets). Staff also oversaw scheduling of the Bush Room, managing 489 reservations. New in AY2016, Events and Information Center staff assumed responsibility for scheduling requests for event space in the Samberg Conference Center (SCC), which opened for business on March 3 in the Morris and Sophie Chang Building (Building E52). Staff booked 287 events that took place in the SCC between its opening and the end of June 2016.

There are 123 undergraduate student guides who conducted public campus tours for 46,921 visitors (a 9.7% increase from FY2015), of whom 14,788 were prospective students. There were 493 private tour requests, resulting in private group tours being given to 4,413 individuals, including 2,439 prospective students. The student guides also conducted Campus Preview Weekend tours for 282 visitors, of whom 51 were prospective students. All together, 51,616 visitors took a campus tour (a 9.5% increase from FY2015); 17,278 were prospective students. Events and Information Center oversight and facilitation of public campus tours concluded on June 30, after which management of public tours was transferred to the MIT Admissions Office.

In FY2016, Institute Events made arrangements for 19 groups comprising 147 official visitors from 41 countries (Albania, Argentina, Azerbaijan, Bahrain, Bhutan, Bosnia and Herzegovina, Brazil, Bulgaria, Burma, Canada, Catalonia, Colombia, Egypt, England,

Estonia, Finland, France, Hungary, India, Indonesia, Israel, Japan, Jordan, Kazakhstan, Lebanon, Norway, Pakistan, Panama, People's Republic of China, Poland, Republic of Korea, Russia, Saudi Arabia, Scotland, Singapore, Slovakia, South Africa, Sri Lanka, Thailand, Turkey, and Ukraine). Nine of the 19 groups were governmental, one was industry-related, and nine were academic in nature. In addition to these visitors, MIT was also privileged to welcome US Congressman Lamar Smith (R-TX); Serzh A. Sargsyan, president of Armenia; and Khalid A. Al-Falih, minister of energy, industry, and mineral resources of Saudi Arabia.

During 2015–2016, Institute Events was involved in or directly responsible for the Century in Cambridge program, in addition to other public events, visits, and programs, including the following:

- President L. Rafael Reif's convocation for incoming freshmen and their families
- Visit by US Secretary of Commerce Penny Pritzker as part of MIT's Innovation Initiative
- Scaling STEM, a panel discussion hosted by President Reif and Congressman Joe Kennedy III (D-MA)
- President emerita Susan Hockfield's portrait unveiling at Gray House
- SOLVE and HUBweek
- Visit to the Media Lab by US Secretary of Defense Ashton Carter
- Winterfest, an end-of-term community social event
- Announcement of gravitational waves discovery by MIT and the Laser Interferometer Gravitational-Wave Observatory (LIGO)
- Dedication of the Morris and Sophie Chang Building (E52)
- Killian Award lecture by Professor Tyler Jacks
- Compton Lecture by Christine Lagarde, managing director of the International Monetary Fund
- Campus visit and lecture by Michelle K. Lee '88 SM '89, undersecretary of commerce for intellectual property and director of the US Patent and Trademark Office
- Spring visit and discussion by Penny Pritzker and Andrus Ansip, vice president for the digital single market in the European Commission
- MacVicar Day dinner 2016
- Regional meeting of the National Academy of Engineers
- Event for the Advanced Functional Fabrics of America with Ashton Carter
- Reception for Professor Feng Zhang of the McGovern Institute for Brain Research, recipient of the 2016 Canada Gairdner International Award
- MIT Presidential CEO Advisory Board meeting

Commencement festivities began on Thursday, June 2, when 471 doctoral degree recipients received their academic hoods in a ceremony presided over by Chancellor Cynthia Barnhart. MIT welcomed Ngozi Okonjo-Iweala MCP '78 PhD '81, senior advisor at Lazard and minister of finance and coordinating minister for the economy of the Federal Republic of Nigeria (2011–2015), as guest speaker. The 2016 Commencement exercises were held on Friday, June 3. Guest speaker Matt Damon—actor, filmmaker, and co-founder of Water.org—addressed the largest Commencement audience to date: more than 2,800 degree recipients and approximately 11,000 family members, alumni, and guests.

MIT2016: Celebrating a Century in Cambridge

MIT commemorated its 1916 move from Boston to Cambridge beginning on February 29 with a reception at the MIT Museum with a celebration exhibition, *Imagining New Technology: Building MIT in Cambridge*. Subsequent events throughout the spring included two academic symposia, an open house, a day of service, concerts and theater arts performances, a pageant, dance parties, and an unprecedented parade and competition—by land and water—to cross over the Charles River. The semester-long celebration concluded on June 4 with Toast to Tech, an evening celebration that included fireworks, dancing, and live music. In total, more than 60,000 people participated in the Century in Cambridge program. Between January 1 and June 4, 2016, the website drew 84,172 visitors from 181 countries. Page views during this time period totaled 506,206.

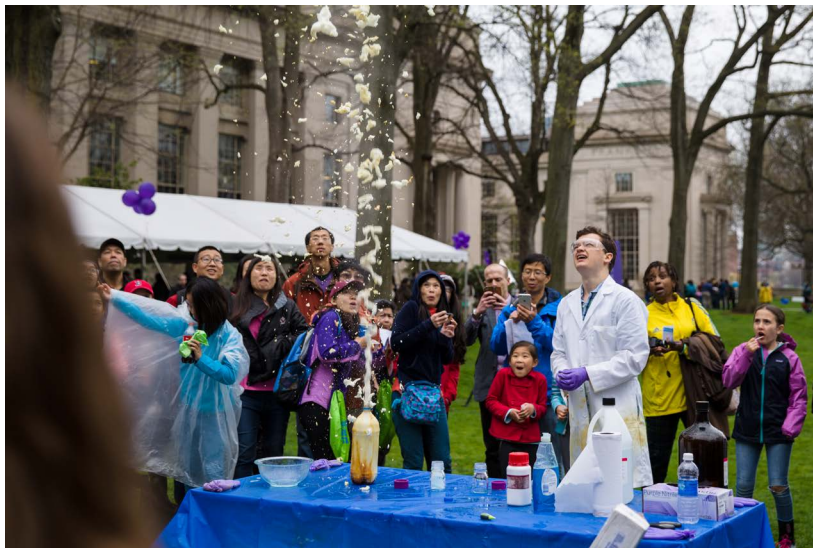
Aligning with the overarching MIT2016 theme of exploring how the Institute and the city of Cambridge shaped one another, the first academic symposium, “Designing Places for Inventing the Future: The Campus—Then, Now, Next,” examined, in part, how MIT’s partnership with the Cambridge led to the development of Kendall Square as a hub of technology. The two-day symposium, March 30–31, also included a session that focused on campus architecture and design, such as the buildings of MIT’s main group and how these influenced other campuses over the last century. Other sessions focused on learning and experimental education at all levels across the city of Cambridge and on online learning. The symposium was co-chaired by Hashim Sarkis, dean of the School of Architecture, and John Ochsendorf, professor of architecture and civil and environmental engineering and chair of the MIT2016 Steering Committee.

MIT Music and Theater Arts hosted a concert on April 2 to celebrate music at MIT, featuring performances by the MIT Symphony Orchestra, directed by Adam Boyles; the MIT Concert Choir and Chamber Chorus, directed by William Cutter; and members of the MIT Chamber Music Society, directed by Institute Professor Marcus Thompson. Later in April audiences were welcomed to six individual performances of “Small Infinities,” an original play by Professor Alan Brody created specifically for the campus centenary.

The second academic symposium, “Beyond 2016: MIT’s Frontiers of the Future,” highlighted the Institute’s faculty, with 13 MIT professors presenting their groundbreaking research in short, dynamic talks. Multimedia transitions between each speaker took the audience on an immersive campus tour by foot, drone, and skateboard. The symposium was co-chaired by John Ochsendorf and Rebecca Saxe, professor of cognitive neuroscience.

Recognizing and strengthening MIT's unique relationship with the city of Cambridge was a principal, ongoing theme throughout the campus centennial celebration. The Together in Service program united MIT with its host city through a collection drive in March and a Day of Service on April 19, when more than 500 volunteers from the MIT community participated in volunteer service projects throughout Boston and Cambridge. Also on that day, the Graduate Student Council collaborated with Cambridge for its first-ever serve-a-thon, a hackathon-style event that brought together individuals from the MIT community and the city to collaborate on designing solutions to pressing civic needs. Beyond service in the local communities, MIT volunteerism took place worldwide via the Institute's global alumni clubs, which participated in the Together in Service program via self-contained service activities.

On April 23, the closing weekend of the Cambridge Science Festival, the Institute opened its doors to the public for its first open house in five years, "Under the Dome: Come Explore MIT!" A crowd exceeding 40,000 visitors of all ages explored, enjoyed, and learned from more than 350 activities, including lectures by eight distinguished MIT faculty members whose topics ranged from 3D printing to gravitational waves to climate change to a human expedition to Mars. The open house planning committee was co-chaired by Leslie Keith Norford, professor of building technology, and Elizabeth Cogliano Young, associate dean in the Office of Undergraduate Advising and Academic Programming.



*The MIT campus welcomed more than 40,000 visitors for a daylong open house.
Photo: Casey Atkins.*

The centerpiece of the MIT2016 celebration was the May 7 Moving Day, with three unique events: an afternoon procession and competition to cross the Charles River by land and water, an evening pageant in Killian Court, and late-night dance parties across MIT's campus. The inspiration for Moving Day came from the original festivities that occurred June 12–14, 1916, the dates of the Institute's ceremonious move from Boston to Cambridge. A crowd of 10,000 watched Crossing the Charles, the community parade and competition expressing "how MIT moves: autonomously or not, via representations of transport

through artistic expression, or by demonstration of transport other than physical, such as that of thought or emotion.” A total of 49 judged and non-competing entries participated in Crossing the Charles, joined by a cadre of MIT alumni 400 strong. A panel of faculty members selected the winners of four awards: the Bosworth Award for beauty and elegant design, the Da Vinci Award for expression of creativity and wonder, the Beaver Spirit Award for school spirit, and the Tech Pioneer award for the most innovative entry. The parade was led by grand marshal Oliver Smoot '62, with his classmate Peter Miller. “Car Talk” host Ray Magliozzi '73 participated in the parade as a special guest.



Oliver Smoot '62 (right) led the MIT community across the bridge to Cambridge on Moving Day. Photo: Andy Ryan.

On the evening of May 7, Killian Court was the site of Mind and Hand: A Pageant!, a multimedia event that brought to life the spirits of *mens and manus* to debate the true essence of MIT. A number of MIT students and student groups participated or performed in the pageant—Rambax MIT, MIT Crew, MIT Bhangra, Mocha Moves, MIT Chorallaries, MIT Resonance, the Muses, and the Beatbox House—which concluded with a spectacular fireworks display over the Charles River.



Killian Court was the site of the spectacular Moving Day pageant. Photo: Dominick Reuter.

Immediately following the pageant, community members, families, and friends adjourned to locations across campus for themed dance parties tracing 100 years of music and popular culture. The themes were Swing and All that Jazz, Happy Days: The Music of the '50s and '60s, MTV Studio at the Disco-Tech: Music of the '70s and '80s, High-Tech meets Modern Dance Club: Music of the '90s and Today, plus a retro games tent for dancers of all ages.

Celebrating a Century in Cambridge drew to a close on the evening of Saturday, June 4, with the Alumni Association–hosted Toast to Tech event. That night, an estimated 8,000 alumni, students, faculty, staff, and friends filled Killian Court for cupcakes, refreshments, live music, dancing, and fireworks.

Beyond MIT2016's scheduled events, the MIT Infinite History collection expanded to add a second chapter of interviews, including talks with several elected officials from the city of Cambridge. Produced by MIT Video Productions and the Office of Digital Learning, the addition of a new Infinite History chapter was scheduled to coincide with the campus centennial celebration.

Institute Events and Century in Cambridge staff included Gayle Gallagher, executive director for Institute Events and protocol; Ted Johnson, managing director; Joseph Coen, manager, Events and Information Center; Rebecca Tyler, manager, events and communications; Michael Berry '10, program coordinator, MIT2016; Alice Rugoletti, open house coordinator; Lee Corbett, senior administrative and financial assistant; Kimberly Nelson, coordinator of private group tours and scheduler, SCC; Rachael Weiner, events and communications assistant and staff to the committee; and Judith Zinker, administrative assistant I. The department appreciated the critical support of Malcolm Jones throughout the year.

Community Services Office

The Community Services Office is home to the MIT Activities Committee (MITAC), Community Giving at MIT, the Quarter Century Club (QCC), and the Association of MIT Retirees. 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 provide vital support to Institute Events, assisting with the investiture of doctoral hoods and Commencement, along with many other events and programs organized by the department. In AY2016, Community Services staff provided essential support for MIT2016: Celebrating a Century in Cambridge.

During FY2016, MITAC and staff organized more than 250 cultural and recreational events and experienced a strong year in revenue. MITAC's total annual revenue exceeded \$607,000 (a 5% decrease from FY2015), with 38,409 tickets sold on campus and at Lincoln Laboratory. The decrease in revenue can be attributed to the sluggish Red Sox season, new restrictions on movie tickets (i.e., AMC Theatre tickets are no longer valid for Disney movies), fewer high-priced tickets for sporting events, and lower prices for theater tickets when compared to previous years. MITAC served 5,164 unique

customers who enjoyed tremendous savings, estimated at an aggregated \$306,000 on tickets purchased (an increase of \$100,000 compared to FY2015). This savings can be attributed to pricing negotiations with vendors, new offerings with steep discounts, customer demand for discounted items, and special reduced pricing on Red Sox tickets. MITAC produces a monthly electronic digest (distributed to 19,121 employees and other interested MIT subscribers) and an electronic weekly newsletter (emailed to 11,554 enrolled subscribers). These communications drive traffic to the MITAC website, which receives an average of 6,652 visits per month. In FY2016, 49% of visitors to MITAC's website were new users.

MITAC benefits from the participation of a program committee and a presidentially appointed advisory council. The program committee was led by new convener Shirley Entzminger (campus) and returning convener Jessica Mello (Lincoln Laboratory). Chaired by Professor Clifton Fonstad, Jr., the advisory council provides guidance to MITAC on Institute priorities, policies, business practices, long-range planning, and the administration of the employee benefit program.

The staff, committee, and council participated in several major initiatives to expand MITAC's programs and services:

- Renovation of the MITAC box office at the Stata Center as part of the Vest Student Street renovation. The renovation was completed this year and received positive reviews from customers and building residents.
- MIT Distinctive Car and Vehicle Show, a fun and inclusive community event that featured an exciting variety of vehicles showcased by faculty, staff, and alumni, and also MIT departments that exhibited cutting-edge transportation technologies. More than 450 people attended the event, including those who participated in the showcase.
- In preparation for public launch in fall 2016, completion of the architecture and graphic design for the new customer-facing website. University Tickets, the leading provider of ticketing technology for colleges and universities, made significant progress in custom developing the new website with online ticket sales.
- Expansion of MITAC's suite of coordinated digital and print marketing collateral.

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. The FY2016 campaign raised \$305,559, an increase of \$6,374 over last year. Five hundred employees and retirees made donations (a 7% decrease in participation), 146 employees donated for the first time, and 204 donors continued their annual support through the sustainer program.

Michael Owu, director of real estate with the MIT Investment Management Company, completed his service as campaign chair. Professor Bevin Engelward of the Department of Biological Engineering assumed leadership of the presidentially appointed steering committee of 16 faculty and staff members.

- The steering committee began a dialogue to study the implications of a focused giving campaign and strategies to expand donor engagement. This dovetailed with recommendations from a study project conducted in 2014–2015 by a team within the MIT Human Resources–supervised Leader to Leader Program. The Atlas team launched a dedicated application for Community Giving at MIT providing employees a convenient way to make charitable contributions and access their giving histories. The application also streamlined the administrative process for the Community Services Office and for Payroll, as deductions are recorded automatically through Atlas.
- A new informational website was launched to complement the Atlas application.
- Community Giving at MIT was a key partner in the MIT2016 Together in Service effort. The program collaborated with the Office of Government and Community Relations and organized departmental collection drives to benefit 22 Cambridge nonprofits. The MIT2016 Together in Service committee is considering opportunities to organize an annual MIT service day with student and staff volunteers.

The Quarter Century Club is composed of 4,367 active members, 127 of whom were inducted this year. Retiree Yvonne Gittens is the president of the QCC and led a 17-member board of directors. Since expanding its scope in 2010, the William R. Dickson Retiree Education Fund, one of the programs within the QCC administration, continues to receive a solid number of applications. In FY2016, 11 applicants were approved for \$5,603 in grants.

The Association of MIT Retirees continued its organization of membership, travel, and educational and social programming for the benefit of its 1,000 registered members. The Undergraduate Scholarship Fund, established in 2006, has raised \$105,000 in member donations since its inception and has awarded nine 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 16-member volunteer advisory committee. Former co-chair Jane Griffin, a longtime committee member who initiated the establishment of the scholarship fund, stepped down from the committee in FY2016.

The Community Services Office staff in FY2016 were Ted Johnson, managing director of Institute Events; Traci Swartz, program coordinator; Diane Betz Tavitian, senior administrative assistant; Linda Olson, events planning assistant; Michael Philbrick, administrative assistant II; and Anthony Farrell '13, administrative assistant II. Michael and Anthony were both promoted to administrative assistant II in FY2016. The office acknowledges the valuable support of MIT retiree Virginia Lauricella throughout the year.

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 FY2016, the office supported 51

programs that yielded more than 18,000 participants. During the academic year, MITCS also coordinated 142 recruitment presentations for organizations interviewing MIT undergraduates under the auspices of the MIT Career Development Center. In addition, the office served as the central booking point for the residence hall reservations of 138 individual conference registrants and 461 youth group participants, all housed on campus in the months of June through August.

MITCS supported recurring events such as the MIT Sloan CIO Symposium, the Deshpande Center's IdeaStream conference, System Design and Management's conference on systems thinking; the Industrial Liaison Program's 2015 Research and Development Conference, the Lemelson-MIT Program's EurekaFest 2016, and Dinner Under the Dome, hosted by the School of Engineering. Support was provided to Institute-wide events including the Annual Martin Luther King Celebration, the Institute Diversity Summit, and the MIT2016 symposia.

MITCS collaborated with many departments, centers, and laboratories on special events and professional and international conferences, both on and off campus. These included the MIT Department of Political Science 50th Anniversary Symposium, the 14th International Conference on Computers in Urban Planning and Urban Management, ScienceWriters 2015, the Disrupting Mobility Summit, the French-American Innovation Day Conference, Food Engineering for Life: an Honorary Symposium for MIT Professor Emeritus Marcus Karel, and the Mastery of Nature: Promises and Problems Conference, featuring an open lecture by Peter Thiel, venture capitalist and cofounder of PayPal.

Coordination services were provided to summer youth activities, including the International Baccalaureate Summer Program offered by Oxford Study Courses, the Sally Ride Science Camp for Girls, the iDTech Camp and Programming Academy, the Sutton Trust US Programme, and the Lead America Engineering and Robotics Conference.

Conference Services staff members during academic year 2015–2016 included Cathi Levine, director; Eva Cabone, coordinator; Sudha Cheruku, financial assistant; Meghan Westcott, events associate; and MIT retiree Virginia Lauricella, temporary senior event staff. The team welcomed Caroline Livingston to replace departing member Alanna Meola as events assistant.

Gayle M. Gallagher
Executive Director for Institute Events and Protocol