

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 academic year 2017, Institute Events included the Events and Information Center, the Community Services Office, and MIT Conference Services. December 2016 brought the completion of the department's new space on the seventh floor of Building E19, with suites for Conference Services, Community Services, and offices for several Institute Events staff. The Events and Information Center continues to welcome campus visitors at its location in Room 7-121.

The schedule and scope of Institute Events activities in AY2017 continued apace, with the department supporting mission-critical events and programs throughout the year. In addition to the events described below, the work of Institute Events includes numerous activities on behalf of the president and other senior officers.

The Institute recognized Gayle Gallagher, executive director for Institute Events and Protocol, with the 2017 Gordon Y. Billard Award for service of outstanding merit. Institute Events staff included Ted Johnson, managing director; Joseph Coen, manager, Events and Information Center; Rebecca Tyler, manager, events and communications; Lee Corbett, senior administrative and financial assistant; Kimberly Nelson, senior administrative assistant and scheduler, Student Center Committee; Rachael Weiner, events and communications assistant and coordinator of special visits; and Judith Zinker, administrative assistant I. The department is grateful for the support of Malcolm Jones throughout the year.

Community and Special Events

During AY2017, Institute Events was involved in or directly responsible for public events, visits, and programs that included the following:

- Community dialogue responding to tragedy and violence
- President Reif's convocation for incoming freshmen and their families
- Visit by Laurene Powell Jobs, chair and founder of Emerson Collective
- Dedication of the James H. '58 and Marilyn Simons Building
- The Asperger/Autism Network (AANE) Daniel W. Rossen Annual AANE Connections Conference
- Launch of The Engine
- Visit to northern California by the MIT Corporation Executive Committee
- Community event to welcome Suzy Nelson, vice president and dean for student life
- World Economic Forum Conference

- Winterfest, an end-of-term community social
- Memorial service for Corporation member D. Reid Weedon
- Campus visit and address by US Secretary of State John Kerry
- Receptions to honor Bill Bonvillian, director of the MIT Washington Office; Ian Waitz, dean of the School of Engineering; and Ernest Moniz, professor and former US secretary of energy
- A combined event to honor faculty awardees of major prizes (the Breakthrough Prize, the Kavli Prize, the Nobel Prize, and the Turing Award)
- Killian Award lecture by Professor Eric Lander
- Remembrance service for Professor Mildred Dresselhaus
- MacVicar Day dinner
- Two-day campus visit by Stanford University Board of Trustees
- Visit and community dialog with Rahm Emanuel, mayor of Chicago, facilitated by Professor John Deutch
- OneWorld @ MIT Multicultural Festival and Dance Parties
- Memorial service for Corporation member Henri Termeer
- Opening of the Advanced Functional Fabrics of America facility
- MIT Presidential CEO advisory board meeting

The centerpiece of the year's community celebration events was the OneWorld @ MIT multicultural festival on April 29. The festival began with an early evening spectacular of traditional costumes and performances in the Johnson Athletics Center ice rink, organized and presented by MIT's diverse student body. The stage show—with four student members of the planning group serving as masters of ceremonies—comprised 17 different performances, including the Asian Dance Team, the MIT Belly Dancing Club, MIT Casino Rueda, the MIT Chamber Music Society Jazz Combos, the MIT Ethiopian Eritrean Student Association, the MIT Lion Dance Team, Palestine @ MIT, the MIT Tango Club, Sakata Afrique, MIT Mirchi, MIT Ohms, and the MIT Syncopasian Small Group.

In addition, there were individuals and groups with acts from myriad cultures: dance of Armenia; *capoeira*, a Brazilian martial art; the poetry of Robert Burns; a Chinese ribbon dance; and a Chinese duet on *pipa* and *guzheng*. Festival attendees were welcomed to the Johnson Athletics Center lobby by Gamelan Galak Tika and their performance of traditional and new Balinese music and dance. Rambax MIT closed the event with the Sabar drumming and dance tradition of the Wolof people of Senegal, West Africa.

The OneWorld Festival continued after the stage show with community dance parties (attended by 9,000) in four locations across campus. There were special guest appearances by MIT Bhangra and MIT Mocha Moves. Other performers included:

- Country Two-Step to Salsa, featuring the Houston Bernard Country Music Band and the Beantown Social Club, with sounds of Old Havana in the Walker Tent
- Campus Night Club, today's music, remixed around the world on Killian Court
- Caribbean Rhythms and African Beats, featuring the Conscious Reggae Band and West African Drum and Dance Master Sidi Mohamed "Jon" Camara on McDermott Court
- A World of Music: Middle East | KPop | Hip Hop | India, where DJ Yogz fused Bollywood, K-Pop, and hip hop, with performances by the Kinan Idnawi Band, playing Arabic folk and contemporary tunes on Kresge Oval

Commencement

Commencement festivities began on Thursday, June 8, when 461 doctoral degree recipients received their academic hoods in a ceremony presided over by Chancellor Barnhart. MIT welcomed Lisa Su '90, SM '91, PhD '94, president and chief executive officer of Advanced Micro Devices, Inc., as guest speaker. The 2017 Commencement exercises were held on Friday, June 9. Guest speaker Tim Cook, chief executive officer of Apple Inc., addressed more than 2,800 degree recipients and approximately 11,000 family members, alumni, and guests.

Special Visits

In FY2017, Institute Events made arrangements for 13 groups consisting of 131 official visitors from 42 countries (Argentina, Armenia, Bahrain, Belarus, Brazil, Cambodia, Canada, Chili, Czech Republic, Democratic Republic of Congo, Egypt, Ghana, India, Indonesia, Iraq, Israel, Italy, Japan, Kazakhstan, Kenya, Krygyz Republic, Liberia, Macedonia, Mexico, Morocco, Nepal, Nigeria, Pakistan, Philippines, Poland, Russia, Sierra Leone, South Africa, South Korea, Spain, Sri Lanka, Taiwan, Tajikistan, Tunisia, Uganda, Uzbekistan, and Zambia). Of the 13 groups, nine were governmental and four were academic in nature.

Projects

Institute Events conducted community training via three separate workshops, one each in February, March, and June. Offered as small-group sessions in the department's new space in Building E19, the workshops provided an opportunity for more than 50 MIT staff to learn about the online event registration process. Participants were able to ask questions of Institute Events and event registration partners in the MIT Police, Information Systems and Technology, and the Office of the Registrar—and to share information with one another. The workshops also introduced MIT event planners to several caterers that are part of the preferred vendor program.

Beginning in summer 2016, department staff worked on an overhaul of the MIT Events Calendar, which was built in the early 2000s. The team, including colleagues from Communications Initiatives and Information Systems and Technology, selected an external provider to host the new service, which will be mobile-responsive and meet the sophisticated needs of the MIT community of users. Current calendar users were informed of the impending change in spring 2017; the new service will launch early in the next fiscal year.

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 2,083 employee events (of the total 3,299 Atlas-registered events that were held both by departments and by student groups) and 238 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 78,085 pamphlets, brochures, maps, guides, and other publications (which include Commencement tickets). Institute Events maintains responsibility for scheduling requests for event space in the Samberg Conference Center and booked 578 events that took place in the center in AY2017. Staff also continued to oversee scheduling of the Bush Room, managing 478 reservations (with combined estimated attendance of 20,459) for that space.

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 provides vital support to Institute Events, assisting with the investiture of doctoral hoods and commencement, along with many other events and programs organized by the office.

During FY2017, MITAC organized more than 150 cultural and recreational events and experienced a strong year in customers served and in revenue. MITAC served 4,828 unique customers who enjoyed tremendous savings, estimated at an aggregated \$333,000 on tickets purchased (a nearly 9% increase compared with FY2016). This savings can be attributed to pricing negotiations with vendors, new offerings with steep discounts, and customer demand for discounted items. MITAC's total annual revenue exceeded \$591,000 (a minor decrease of 2.6% from FY2016), with 36,428 tickets sold on campus and at Lincoln Laboratory. The decrease in revenue can be attributed to restrictions on movie tickets (i.e., AMC Theatres tickets were not valid for Disney movies for five months; this restriction was later lifted); fewer high-priced tickets for sporting events; and lower prices for theater tickets when compared with previous years. MITAC produces a monthly electronic digest (distributed to 19,326 employees and other interested MIT subscribers) and an electronic weekly newsletter (emailed to 12,168 enrolled subscribers). These communications drive traffic to the MITAC website, which receives an average of 6,000 visits per month. In FY2017, 50% 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 in AY2017 by conveners Shirley Entzminger (campus) and Jessica Mello (Lincoln Laboratory). Chaired by Professor Clifton G. 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, including the following:

- As the leading provider of ticketing technology for colleges and universities and the vendor of MITAC's inventory system, University Tickets completed custom development of the new customer-facing website with online ticket sales. The site was extensively tested and reviewed by the committee and council. A public launch of the website is planned for summer 2017.
- MITAC and the MIT Federal Credit Union continued their long-running co-sponsorship of a well-attended and enjoyable dinner dance.
- MITAC broadened its outreach efforts through department visits and employee and student fairs and expanded its services to employees in remote locations, such as Haystack Observatory.
- MITAC expanded its suite of coordinated digital and printed 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 FY2017 campaign raised \$314,468, an increase of \$8,909 over FY2016. Employee and retiree donors totaled 588 (a 17.5% increase in participation); 177 employees donated in FY2017 but not last year, and 411 donors continued their annual support through the sustainer program. Professor Bevin P. Engelward continued her leadership of the presidentially appointed steering committee.

Significant initiatives undertaken in FY2017 included:

- To develop deeper engagement with Cambridge nonprofits, the steering committee launched a small, focused giving campaign with the goal of raising \$40,000 for a passenger van for the Margaret Fuller Neighborhood House. The van will benefit children, senior citizens, individuals with disabilities, and job seekers, as well as allow the Margaret Fuller Neighborhood House to expand its food pantry services. At the end of the fiscal year, more than \$5,500 had been raised by individual donors and by department challenges.
- The Atlas team enhanced the Community Giving at MIT application, which provides employees with convenient access to make or adjust their charitable contributions and view their giving histories. The application now includes a giving category that highlights mini-fundraisers.
- Community Giving at MIT was a key partner in the Together in Service effort at MIT in 2017. The program collaborated with the Office of Government and Community Relations and the Priscilla King Gray Public Service Center. Community Giving at MIT has established a year-long schedule to organize department collection drives to benefit 22 Cambridge nonprofit organizations.
- The Community Services Office was the recipient of the Cambridge Police Department's Citizen's Service Award. Anthony Farrell and Traci Swartz were recognized for organizing MIT's annual holiday gift collection drive for Cambridge senior citizens in partnership with the Cambridge Police Department.

The Quarter Century Club is composed of 4,373 active members, 98 of whom were inducted this year. Retiree Yvonne Gittens is the president of the QCC and leads the board of directors. The club organizes three annual member events and the induction luncheon to honor new members. 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 FY2017, 18 applicants were approved for \$7,012 in grants.

The Association of MIT Retirees continued its organization of membership, travel, educational, and social programming for the benefit of its 1,000 registered members. 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 volunteer advisory committee.

The Undergraduate Scholarship Fund, established by the Association of MIT Retirees in 2006, raised \$10,485 through member donations in FY2017. The fund awards an annual scholarship to an MIT undergraduate student, with first preference for students who are direct descendants or family members of retired MIT employees. Ten scholarships have been awarded since 2006, with \$31,340 awarded in cumulative scholarships and \$115,553 having been raised since the fund's inception.

The Community Services Office staff members in FY2017 were Ted Johnson, managing director of Institute Events; Traci Swartz, manager (in addition to being recognized with the Infinite Mile award for community building); Diane Betz Tavitian, senior administrative assistant; Linda Olson, events planning assistant; Michael Philbrick, administrative assistant II; and Anthony Farrell '13, administrative assistant II. 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 FY2017, the office supported 43 programs with the participation of more than 15,000 people. During the academic year, MITCS also coordinated 77 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 44 individual conference registrants and approximately 500 youth group participants, all housed on campus from June through August.

MITCS supported recurring events including the MIT Sloan CIO Symposium, the Deshpande Center's IdeaStream Conference, the System Design and Management Program's Conference on Systems Thinking, the Industrial Liaison Program's 2017 Research and Development Conference, the Lemelson-MIT Program's EurekaFest 2017, and Dinner Under the Dome, hosted by the School of Engineering. Support was provided to Institute-wide events, including the annual Martin Luther King, Jr., Celebration, the MacVicar Day Symposium, and the annual poster session for the Office of the Executive Vice President and Treasurer.

MITCS collaborated with many departments, centers, and labs on special events and professional international conferences both on- and off-campus, including the 16th International Symposium on Intracranial Pressure and Neuromonitoring, sponsored by the Department of Electrical Engineering and Computer Science; the Computational Fluid Dynamics for Nuclear Reactor Safety Applications Conference, sponsored by the Department of Nuclear Science and Engineering; the International Symposium on Continuous Manufacturing of Pharmaceuticals, sponsored by the Department of Chemical Engineering; the Higher Education Solutions Network Technical Convening 2016, co-hosted by MIT; and “Being Material,” a symposium hosted by the MIT Center for Art, Science, and Technology.

Coordination services were again provided to outside summer youth activities. These included the Sutton Trust US Programme, the Science Camp for Girls Unlimited, the iDTech Camp and Programming Academy, the International Baccalaureate Summer Program offered by Oxford Study Courses, the Lead America Engineering and Robotics Conference, and National Geographic Student Expeditions.

Conference Services staff members during AY2017 included Cathi Levine, director; Eva Cabone, coordinator; Sudha Cheruku, financial assistant; Caroline Livingston, events assistant; Meghan Westcott, events associate; and MIT retiree Virginia Lauricella, temporary senior event staff.

Gayle M. Gallagher
Executive Director for Institute Events and Protocol