

MIT Student Groups

Developing a Communications Plan for the MIT Alumni Network

There are several ways you can reach out to the MIT alumni network to spread the word about an event, program or initiative of your student organization. It just takes a little planning.

First, review the ways to reach the alumni

1. Tech Connection email: This email news bulletin from the MITAA goes to all alumni with email addresses. They are very protective of this bulletin and do not repeat messages. So you would have to decide on the one time you would want to use it and what the message would be. Issues are usually sent in the fourth week of each month. Contact aa-student-services@mit.edu to learn the upcoming schedule.
2. Volunteer View email: This email news bulletin from the MITAA goes to 9K alumni who volunteer with the MITAA. As with Tech Connections these are alumni around the world. This we could get away with more than one message if they each have a slightly different slant and are spaced a couple months apart. Issues are usually sent in the second week of each month. Contact aa-student-services@mit.edu to learn the upcoming schedule.
3. The front page of the MITAA Web site, <http://alum.mit.edu>: Get a feature in one of the four top boxes which would then link to your website. In your proposal you would need to indicate a 4-6 week time period you would like to be featured and be able to provide an appropriate photo, logo or artwork with a short tagline.
4. The MITAA calendar: Events can be added to this calendar at any time. As the event approaches it will move to the front page of the MITAA site under "events". You would need to provide a short blurb for the calendar listing with a link to your website.
5. Slice of MIT blog, <http://sliceofmit.wordpress.com/>: a couple guest blog posts written by organizers or committee about the event, featured panelists or speakers, registration or volunteer opportunities can be arranged at anytime. This post can be fed to the MITAA twitter, linked-in group and MITAA facebook group as well.
6. Discussions, events or other posts for Linked-in groups (MITAA, MITAA-energy and MITAA-enterprise forum): These can be submitted by students if they are members of the LinkedIn Groups or we can request the Communication Office/Enterprise Forum Office facilitate this.
7. Directed emails to specific alumni groups: I would need a data request form completed, <https://alum.mit.edu/mit-students/student-group-resources/student-data-request-form>, to arrange for a mass email(s) to a specialize group of alumni. We can pull lists of alumni with X title and/or at X company and/or in X countries/cities, and/or in X industries, etc.
8. Messaging to be sent to alumni clubs around the world (Including Enterprise Forum Clubs): We would need to know which clubs, what message and usually at least a 3-4 weeks before you want it to go out to give the alumni volunteers in the clubs time to get it in newsletters, on their websites or arrange for a special email, etc.
9. A post on the MITAA Discussion Network, <https://alum.mit.edu/discuss/index.jspa>: We can easily arrange for a student organization member to post and follow a discussion in the Entrepreneurship, Energy Initiative, MIT in the World, etc. topics.
10. Your group's alumni listserv: Student leaders can be added as editors to their alumni group listserv to send announcements. If a listserv does not exist we can work to have one created.

Second, develop your communications plan and chose what MITAA outlets you would like to use. Get it to me so I can steward it through our Communications and other offices and make sure the message does not slip through the cracks.

After we get confirmation with the Communications Office and/or other appropriate offices on the plan, deadlines for the submission of content will be established. For emails assume at least 3 weeks before the “send date”.

I’m happy to discuss this further – and or help with any new or different ideas. There are definitely novel approaches that we can develop and work to implement.

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