

Meeting of the Governing Council MIB Trieste Alumni Association

February 13rd, 2021 – 10:30-12:30

Board members present via Zoom: Ornela Agostino, Igor Biscontin, Gabriela Carminatti, Teodora Cerrato, Lisa Chen, Alessia Cossutta, Gonzalo Moreno Miceli, Carlo Rossi, Manish Shetty, Luca Spiezia, Mario Spinella, Irma I.G. Tun Naal De Gasperin

Excused: Igor Biscontin left the Board at 12:00 delegating Alessia Cossutta with full voting power

The main topic discussed during the meeting are reported below

Integration from the previous Governing Council meeting: definition of KPIs

The success of the actions implemented by the GC - realized in first half of the first year of the mandate - will be measured by the number of participants to the Annual Assembly that will occur during the Alumni Reunion in June 2021. This threshold is set, at least, equal to the average participation rate of the past reunions.

1. Decision of the topic and preliminary organization of the Reunion

In the past weeks, the Communication team examined the title suggestions gathered by the Board in the online Drive. The team came up with the title “The Colors of Change” with the considerations below:

- Change is one of the most recurrent words proposed in the template.
- Change is an “umbrella topic”. It is to be intended considering its impact on the Alumni personal & professional lives.
- From a Communication point of view it could be used the word “Antifragile” (another acclaimed title) to attract and rise curiosity in the community
- Change is a wide topic and it can embrace many sub-categories. Staying at a higher level will play in our favour since we don’t know yet who will be the speakers and the audience (deepening in section 2).
- The general idea is to assign one color to each specific and thematic topic (e.g. green for sustainability, ...)

Gabriela reflected on the fact that this is a “non-orthodox” title, perfectly fitting with nowadays conditions that require continue flexibility.

Luca stressed the importance of emotions and feeling that each color can express. While, Ornela told the story behind, the title choice should be able to embrace all the Community enhancing his main strength: variety and mix of cultures (i.e. colors).

The GC voted for approval the choice of the title by show of hands with a result of 10 votes in favour.

“The Colors of Change” is the official title of the Reunion 2021.

⇒ The Communication team will publish the official “save the day” of the reunion according to the most suitable and effective day according to each social network statistics

2. Alumni profiling and data elaboration performed by Carlo

Carlo presented the analysis he carried out aiming at profiling the whole alumni community that is available to the GC in online Drive. The analysis started from the list of the Alumni community received from the School in November 2020 for a total of 3.254 records of Alumni who received a degree from the MIB School. This database is not complete due to GDPR constraints (e.g. dates of birth, ...) along with the missing information on all the Alumni nationality, participation to the past reunions and contact details. In order to overcome this issues, Carlo calculated the average age of the Alumnus at the date of degree in order to guess the average age today, to improve the alumni segmentation and profiling before to start contacting them according to a prioritization of the activities that are under development.

Main results:

- Three MIB Programs (Full time MBA; MIRM; EMBA) representing the 61% of the total
- Average age at the date of the degree: 33yo
- Average age today: 44yo
- Nationality: Italian (68%) others (<5%)
- Gender: M (60%); F (40%)

The majority of the Alumni who took part to the above programs are member of the Alumni Association. A topic to be addressed and fixed with the School is the membership of the students to the Association following the diploma.

The main goal will be to get in touch with the non-members and non-participants to the past reunion to enlarge the participation to the Reunion and activities.

Gonzalo highlighted the importance to know the country of residence of the Alumni rather than the Nationality to support the local Networking activities.

Luca pointed out the low engagement of the Alumni already within the Association that should be enhanced first. Along with the involvement of the students who will turn into the category of Alumni in a couple of months.

Gabriela reported the need to keep the focus on the goals and priorities and to start working on the current alumni population.

Ornela remembered that as Association we do not have to convince and/or to obligate the Alumni to be part of the Association, the active participation is on voluntary basis.

Lisa would not chase the Alumni by age but considering the Community as a whole.

Manish stressed the importance to define an action plan (e.g. multiyear plan) before to reach out the Alumni and to involve them in the activities.

- ⇒ Carlo to collect questions on the analysis, priorities by Feb., Friday 19th
- ⇒ To vote during the next GC on which strategy to define based on the question: “who should we chase?”

3. Networking group: Ambassadors’ mapping

Mario presented a mapping of the existing MBA Ambassadors spread over the World. The file is available in the online Drive and editable by the Alumni. Carlo reported that also Professor Pilotto could contribute to this mapping because founder of many MIB Alumni clubs.

Irma highlighted the importance to engage and assign activities to the participants rather than being only a number and with the only purpose to enlarge the capillarity.

- ⇒ Manish to get in touch with Alessandra Lomonaco because based in Milan
- ⇒ Communication team to ask Prof. Pilotto to contribute the database
- ⇒ Get in touch with the current ambassadors to check their availability to support the Board
- ⇒ Everyone to invite and engage additional alumni to take part of the activities
- ⇒ Mario to share the GANTT chart useful for our purposes

4. Communications group:

Ornela introduced the strategy of the Communication team. For example, the newsletter “Story from the Alumni” to be launched every 3 weeks, starting from the Reunion. Other newsletters to be sent every 4 months with a standardised format and structure. This is under definition within the team and in alignment with the school.

Communication via social media, currently we are on: LinkedIn, Twitter, Facebook, Instagram, Clubhouse. The GC members belonging to the Communication team, shared the user to access to such social networks.

Ornela also reported the news from the School. The difference between being Ambassadors and Evangelists.

- Ambassadors: possibility to take part to 2 free elective courses if the introduced person starts a program.
- Evangelists (name to be confirmed): Alumni that will support the potential students that are willing to submit they candidature for the master programs. One elective course offered for free.

Lisa asked the maximum number of participants to the zoom platform for the “Tai Chi” event that will be represented by the White color, according to the Reunion format.

Ornela confirmed up to 300.

5. Work on capillarity and visibility:

Irma collected the feedback on the proposed individual speech for the video to share with the Community.

⇒ Irma is going to send the final instructions for the making of the video by Feb, Tuesday 16th

The next Board Meeting will be held on March 13th at 10:30am CET.

The meeting ended at 12:30

The Secretary-general

Teodora A.S. Cerrato

The President

Gonzalo Moreno Miceli