

## Meeting of the Governing Council MIB Trieste Alumni Association

March 13<sup>rd</sup>, 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, Jessica Parutto, Manish Shetty, Luca Spiezia, Mario Spinella, Irma I.G. Tun Naal De Gasperin

### The main topic discussed during the meeting are reported below

Alessia, as Treasurer, received on her personal PayPal account the amount of €146 of residual cash from the former Governing Council.

#### 1) Approval of the MoM relating to the previous Governing Council

MoM from past meeting were approved by the Governing Council (GC).

#### 2) Formalisation of Carlo Rossi resignation and Jessica Parutto on-boarding

The Board acknowledged the resignation sent by Carlo Rossi through letter addressed to the President, on February 23<sup>rd</sup>. The GC warmly welcomed Jessica Parutto, ranked 13<sup>th</sup> in the MIB Alumni Association Board election.

#### 3) Sub-group re-organization & Strengthening of the Knowledge team

| # | Working group name | Members  |
|---|--------------------|--|
| 1 | Networking         | <u>Leader: official Mario, ad interim Alessia (new)</u><br>Mario, Igor, Irma, Manish, Lisa, Alessia, Gabriela, Teodora |
| 2 | Knowledge          | <u>Leader: Igor</u><br>Igor, Lisa, Gonzalo (new), Jessica (new)  |
| 3 | Special Programs   | <u>Leader: Luca</u><br>Luca, Manish, Irma, Jessica (new), Gonzalo, Gabriela, Teodora                                   |
| 4 | Communication      | <u>Leader: Ornela</u><br>Luca, Mario, Gonzalo, Ornela, Alessia, Teodora  |

The sub-groups team leaders briefly presented their purposes and goals for the benefit of Jessica and of the whole GC. The changes are reported as “new” in the above table.

Knowledge, Igor presented the planned and on-going initiatives. The list of proposals originally produced by Lisa, Igor, Gonzalo and Carlo includes a set of topics that were shared with Professor Pilotto and the Dean Prof. Nanut. The main idea is to set-up interviews and roundtables online

with the Community where the participants can discuss in 1h / 1h30 and share ideas on a determined topic.

The roundtables would be launched in collaboration with the School and with the label of the MIB Alumni Association. Also possible to establish a collaboration with MIB Lens. Gonzalo and Jessica decided to join the group. The appointed leader is Igor in agreement with the GC.

Networking, Alessia presented the main goals and initiatives in place: MIB Alumni Ambassadors; Alumni database; enhance all those activities (also the ones started during the previous mandates on the Board) aiming at enlarging and engaging the Community. Currently the group is working on the identification of local chapters liaising with Dorina.

Gabriela clarified that a Chapter represents a macro organization per region, country, while the clubs are established at city level. All the Board members are included in the clubs according to their residency.

⇒ Professor Pilotto will better explain the organization to the governing council.  
Meeting to be set-up.

Special programs, Luca introduced the activities mainly focused on: Mentorship; D&I; MIB volunteers day; MIB photo contest (in collaboration with the Communication group); Tandem/language program to support foreign alumni in the integration process in new country and foster the exchange and mutual language practice among the participants; “Movember”, popular movement to increase the awareness of prostate cancer; Barcolana event, offering the participation to the regatta.

The sub-groups carry out transversal activities and the team leaders will be aligned to avoid overlap and to support one each other.

- ⇒ Each group should be accountable for specific responsibilities. To be assigned in the next GC meetings
- ⇒ To collect the names of possible mentors also considering different backgrounds in the next GC meetings

Communication team presented in section 6.

#### **4) Reunion organization – focus on speakers, tasks & responsibilities**

Starting with the overall organization, the GC discussed: venue, budget and possible alternatives to the current dates, 19<sup>th</sup> – 20<sup>th</sup> of June.

Venue: Irma contacted the Pier and she is waiting for the offering and quotation. Possible availability of terrace at the 2<sup>nd</sup> floor of the selected location.

Budget: To understand who can bear the cost / contribute to the Gala dinner. The lunch catering at the School is bear by the School while the Gala is up to the participants.

The assessment of the budget is different if the event will be virtual or hybrid.

Sponsorship to be discussed with the School.

- ⇒ Gonzalo and Ornela to contact the School
- ⇒ Budget to be estimated

⇒ Deadline end of April, to decide the format of the Reunion

Lisa suggested that first we need to define the activities and deadlines and so the plan not in conflict with the dates.

Igor and Gonzalo are in charge of the Golf tournament, following the resignation of Carlo.

Since the current focus is on the speakers, Ornela, Gonzalo and Igor gave their ideas on the process to follow.

Igor presented the approach in place for the TEDx events. There are two licenses: one for the event with attendees in presence and one called “studio” (typically online). The former requires the definition of a topic and several sub-topics; the latter has a the process less strict, consisting in asking the members of the different groups to look for interesting speakers and submit a list explaining the reason why they are inviting those people, supporting material is also provided (e.g. video from YouTube to understand how the speaker approaches to the video, to the stage, and his empathy towards the public). It follows a presentation to the speaker team, the vote and ranking of the people. It is then sent an official letter to the speakers and the invitation if followed-up by the sponsor.

The GC agreed on the process to follow, that is:

- Collection all the possible names of the speakers linked to the umbrella topic
- Record the names in the template stored in the Drive
- The GC votes and draws up a ranking

- ⇒ Template to be done by Teodora and sent to Gonzalo and let it available in Drive
- ⇒ Deadline to fill-in the template Friday 19<sup>th</sup>
- ⇒ Vote on Saturday 20<sup>th</sup>
- ⇒ Attribute priorities to the speakers, creating a ranking, depending if it is online or hybrid
- ⇒ Communication team to produce a draft engagement letter

## **5) Priorities & Activities on track, introduction of the 3-yrs plan**

Gonzalo, Manish and Teodora are working on the definition of the Mission, Vision and short & long-term plan.

It was presented to the GC the draft motto: “We are all about people: Contributing to the community, Engaging people globally, and Fostering diversity.”

The vision will guide our strategy in the next years and support the production of the plan in the details.

Teodora referred the importance of determining KPIs, submitting surveys to the alumni to track the goals, their achievement and the appreciation by the Community.

Luca was doubtful on the wording: “contributing”, it would be better to focus on: building, strengthen the community not only contributing.

Manish pointed out that the idea of contributing is more on giving-back.

The GC agreed on the inclusion of: “building” and “giving-back” to the community that encompasses Alumni, School and Society.

⇒ To improve and finalise the Mission and the Vision with deadline by end of March

## **6) Round-table of the sub-groups, activities and next steps**

The round-table was mainly focusing on the updates from Communication. Ornela discussed the current initiative linked to the “Women Wonder Wall” expected to be finalised by the end of March. The Association collected more than 100 pictures and also got new 5 members on-board based on voluntary adhesion. A strong communication campaign has started on all the social networks (i.e. LinkedIn, Twitter, Instagram and Facebook).

Luca suggested to use KPIs to evaluate the success and measurement of this achievement.

Moreover, a yearly calendar is available in the Drive and kept up-to-date.

The Reunion communication should start soon and according to a calendar based on the activities and topic of the Reunion. The Communication team will meet during a weekly update on Wednesday 17<sup>th</sup>.

Another initiative within this sub-group is “MIB family”, aiming at celebrating personal and professional achievements of our Alumni (for example the birth of alumni’s sons) aiming at adding a “human touch” and closeness to the alumni.

- ⇒ Communication to make proposal on the speech to involve the alumni asking them about the achievement they want to give some visibility
- ⇒ To establish a process to gather such info (e.g. e-mail)

### Networking & Special Projects:

Irma reported the developments of the MIB Alumni Ambassadors initiative. At the current stage, 9 people accepted the challenge of becoming ambassadors (representatives from Padova, Milan, Treviso, Bolzano, Monaco, Dusseldorf, Brazil, Luxembourg, Spain). They created a whatsapp group led by Irma.

Currently there are three levels of involvement: 1) Ambassadors from the MIB School; 2) Ambassadors from the Association; 3) MIB Clubs

Gaby reported that she is liaising with professor Pilotto to collect all the data from the existing club before to establish new ones.

In order to avoid overlap among the different initiatives carried out by the groups, clear responsibilities should be addressed, for instance, the mapping activity needs to be completed by the Networking group.

Alessia closed the discussion highlighting the need to align professor Pilotto on our strategy to avoid possible creation of non-official chapters.

The next Board Meeting will be held on March 27<sup>th</sup> at 10:30am CET and it will be focused on the Reunion.

The meeting ended at 12:30

The Secretary-general

Teodora A.S. Cerrato

The President

Gonzalo Moreno Miceli