

Raise money/build partnerships to expand our programs

Shape the student applicant pool

Reinforce MISTI as a valuable career development resource

Establish MISTI as a key piece of the MIT experience

Elevate MISTI as a thought leader

Overarching Goals

Two campaigns

Internal

Students

MIT Community

- MISTI Launchpad
- Contact us
- Apply
- Attend events
- Follow us on social
- Opt-in to mailing list

External

Alumni

Partners/Donors/Hosts

- Donate
- Contact PMs
- Follow us on social
- Reach out to MISTI for global education expertise

Two campaigns

Internal

Students

MIT Community

MIT GO!

**Explore global
opportunities.**

External

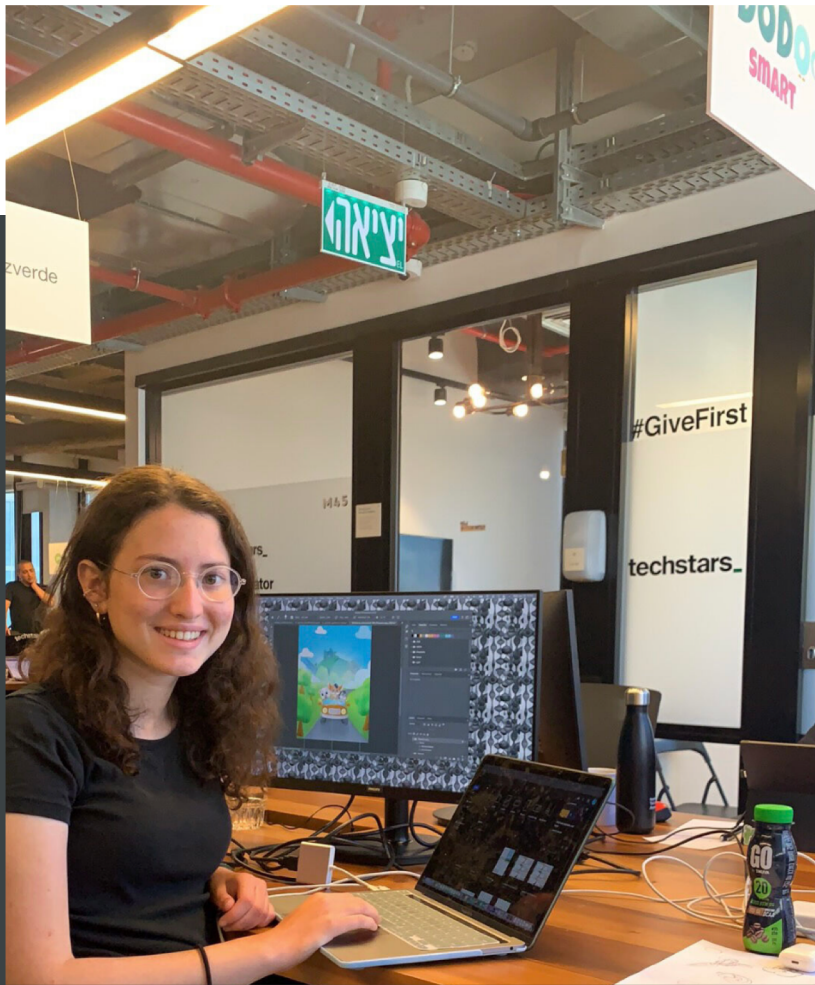
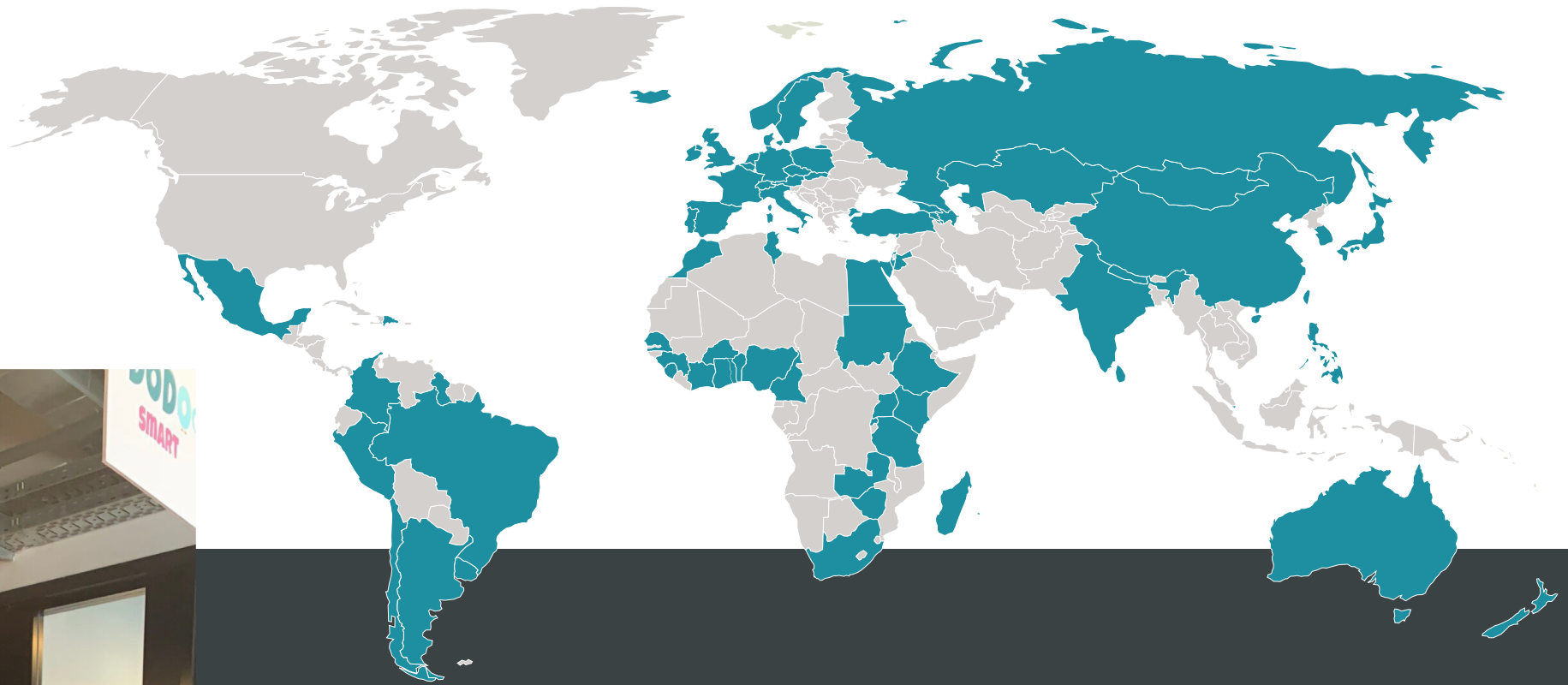
Alumni

Partners/Donors/Hosts

40 years,

**12,000+ students,
infinite impact.**

August



- First year mailing
- Infinite display
- MISTI 40th Global Story Wall
- 8/31: Academic Expo

External Events Fall 2022

- Math Department
- Orientation Q&A
- Sloan Info Fair
- FLIPOP
- UPOP Popcorn Friday
- EECS Orientation
- Language Conversation Exchange
- E&I Resource Roundup
- Legatum Career Development Fair
- Chemistry Resource Fair



September

GTL & Study Abroad

9/1 & 9/14: Student newsletters

9/4 -> DLC email outreach, infinite display, social posts

9/13-9/15: GTL Info Session **Pending*

9/20: Study Abroad Info Session

9/20: GTL Deadline **Updated*

September: Internships & Careers

9/23 -> DLC email outreach, infinite display, social posts, student group outreach

9/23: Graduate student mailing

9/23: Event: Fall Career Fair (9/28: virtual)

9/28: Student newsletter

9/28: MIT News article

9/28 -> Campus posters

10/1 -> DLC email outreach,
infinite display, social posts,
student group outreach

10/7-10/14: MIT GO –
Global Opportunities Fair

10/12 & 10/26: Student newsletter

10/17 -> MISTI Popups!

October



Timeline: Due 8/15

- Career Fair – Should PMs attend the fair? Should MISTI have a table? Is there anything we'd like to do with the employers?
- Career exploration event for October – what will it look like? When should it be? Should it be in tandem with MIT Go Fair?

Program Decisions:

- Do I need program materials designed for fall?
- Am I having an info session or office hours?

- MIT GO Fair – When should it be? Inside or outside of Kresge?
- Biological Eng Career Expo (9/30) – Should we be involved?

Program Decisions:

- What kind of pop-up event would I like to host? When makes the most sense? Is there a cultural holiday or existing event?
- Which 3 students should I request to feature on my microsite?

**Timeline:
Due 8/29**

Timeline: Due 9/15

- MIT GO Fair – What is the agenda? Which students should we showcase/use as ambassadors? Do we need takeaways?
- Career exploration event for IAP – Should we do a virtual event? Do 1-2 countries want to do a career pop-up?

Program Decisions:

- Which program alumni are doing exciting work right now?
- Can I sign up to do a pop-up this semester?