



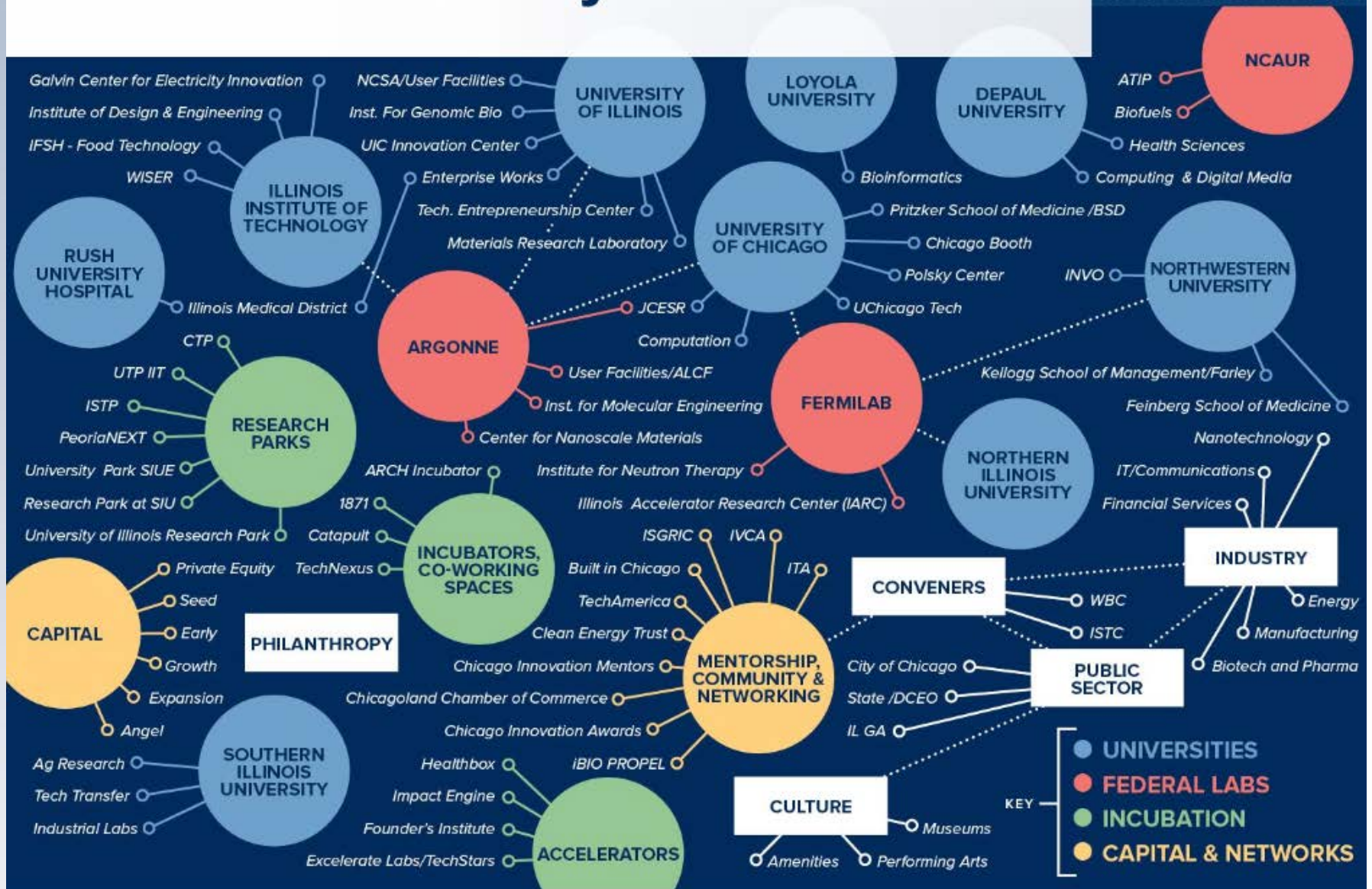
Building IMSA's Network

Board of Trustees Executive Meeting

March 16, 2016

Jeffrey Margolis, Ph.D., Vice President of External Engagement

Innovation Ecosystem



IMSA Impact and Outcomes

MISSION → *Igniting and Nurturing Creative, Ethical, Scientific Minds that Advance the Human Condition*

Impact →	By 2022, IMSA is a Recognized Global Leader and Catalyst in Equity and Excellence in STEM Teaching & Learning, Innovation and Entrepreneurship		
Pillars →	STEM Teaching & Learning	Operational Capacity	Stakeholder Engagement
Priority Outcomes →	<ul style="list-style-type: none"> ✦ Develop Student STEM Proficiency ✦ Develop Educator STEM Proficiency ✦ Strengthen Identity as a Learning Laboratory ✦ Current Theme: Social Entrepreneurship 	✦ Increase Fiscal Sustainability	✦ Build IMSA's Network
Strategy →	Strong Employee Engagement		

Adopted by the IMSA Board of Trustees on January 20, 2016

Building IMSA's Network Goals

- Demonstrate community support to partners and funders
- Build visibility for IMSA people and programs
- Create new opportunities for our faculty, students, and alumni
- Leverage additional resources and funding to support and grow IMSA programs

Example Network Opportunities

- Alumni volunteers at Preview Days and admissions review
- Companies like Boeing and AbbVie provide financial support and subject matter expertise for PFS programs
- Student Inquiry and Research (SIR) external partnerships
- TALENT internships at Chicagoland startups

IMSA Score Card

Igniting and nurturing creative, ethical scientific minds that advance the human condition

Pillars	Priority Outcomes	Indicators	Weight	Green Target	Blue Target	Actual	Achieved
STEM Teaching and Learning	Develop Student STEM Proficiency	% of IMSA students contributing to the body of knowledge as accepted by the professional field	10%	TBD	TBD		
		% of IMSA students demonstrating increased proficiency in STEM thinking	10%	TBD	TBD		
	Develop Educator STEM Proficiency	% of IMSA educators demonstrating mastery in the teaching of STEM thinking	5%	80%	90%		
		% of educators trained by IMSA demonstrating mastery in improving the teaching of STEM thinking	5%	80%	90%		
	Strengthen Identity as a Learning Laboratory Current Theme: Social Entrepreneurship	% of IMSA educators participating in innovation in teaching & learning (learn, build, disseminate)	5%	TBD	TBD		
		Achievement of milestones in infusing new cutting-edge theme (Social Entrepreneurship) across IMSA by integrating theme into curricular and co-curricular experiences	5%	1 p/ 6 months	2 p/ 6 months		
		% of IMSA students engaging in cutting edge theme	5%	TBD	TBD		
		# of IMSA-led thought leadership efforts	5%	TBD	TBD		
		# of new organizations using IMSA tools	0	TBD	TBD		
	Operational Excellence	Increase Fiscal Sustainability	Progress on research and implementation of sustainable fiscal models	15%	1 p/ 6 months	2 p/ 6 months	
% of annual IMSA revenue sourced from diverse revenue streams			0	TBD	TBD		
% growth in IMSA reserves			10%	TBD	TBD		
Stakeholder Engagement	Build IMSA's Network	% of IMSA's stakeholders who are engaged	10%	TBD	TBD		
		Quality of IMSA recognitions	10%	TBD	TBD		
		% of engaged external partner organizations in IMSA's network	5%	TBD	TBD		

By 2022, IMSA is a Recognized Global Leader and Catalyst in Equity and Excellence in STEM Teaching and Learning, Innovation and Entrepreneurship

No Star = Not performing @ target
 Green Star = Performing at expected target
 Blue Star = Performing at top tier target

Defining Engagement

- **Participated (Go)** – Attended an event, webinar, etc.
- **Donated (Give)** – Made a financial contribution (at any level or to any designation) to IMSA
- **Volunteered (Help)** – Gave their time on behalf of IMSA

Defining Engagement

$$\text{Engagement Score (\%)} = \frac{\text{Unique Participants + Volunteers + Donors}}{\text{Total Population}}$$

<u>Example</u>	Participants	Volunteers	Donors	Total Engaged	Group size
#	1,000	250	1,000	2,000	5,700
% Engaged	17.5%	4.4%	17.5%	35%	

Promoting Alumni Engagement

THEMES

Throughout this study, ten key focus areas (“themes”) emerged that will provide IMSA with a structure for establishing a roadmap for future growth in value-added alumni engagement. These include:

- 1) Outreach and engagement of current students
- 2) Young alumni engagement (over 2,300 alumni – more than 45% of the alumni population)
- 3) Regional focus areas (Chicago, State of Illinois, San Francisco, and New York City)
- 4) Alumni/Reunion Weekend
- 5) Professional and Industry-Based Affinity Groups (Entrepreneurship and STEM)
- 6) Management of the IMSA Alumni Association (IAA)
- 7) Social Media Strategy (focused on LinkedIn)
- 8) Alumni engagement metrics
- 9) Database management
- 10) Building an integrated Advancement model

Strengthening Private Sector Partnership Engagement

- **STEM Business Network**
 - ▣ Influence the next generation of innovation leaders
 - ▣ Support turnkey STEM outreach programs
 - ▣ Build Illinois' science and technology narrative
- **Create handoffs with private sector programs**
- **Collaborate on next-generation STEM approaches and content**