

Building IMSA's Network

Board of Trustees Executive Meeting March 16, 2016

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



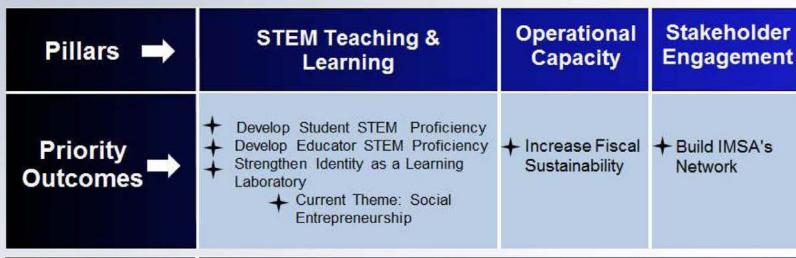
Innovation Ecosystem LLINOIS SCIENCE & TECHNOLOGY COALITION NCAUR ATIP O Galvin Center for Electricity Innovation O NCSA/User Facilities O-LOYOLA DEPAUL UNIVERSITY UNIVERSITY Institute of Design & Engineering Inst. For Genomic Bio O-**OF ILLINOIS** UNIVERSITY Biofuels O IFSH - Food Technology O UIC Innovation Center OT Health Sciences WISER O. Enterprise Works Bioinformatics Computing & Digital Media ILLINOIS INSTITUTE OF Tech. Entrepreneurship Center (Pritzker School of Medicine /BSD TECHNOLOGY UNIVERSITY Materials Research Laboratory Chicago Booth **OF CHICAGO** RUSH NORTHWESTERN UNIVERSITY INVO O-Polsky Center UNIVERSITY HOSPITAL UChicago Tech O JCESR O 🔼 Illinois Medical District 🔘 CTPO Computation C ARGONNE UTP IIT Q User Facilities/ALCF Kellogg School of Management/Farley FERMILAB Inst. for Molecular Engineering ISTP O-Feinberg School of Medicine RESEARCH Center for Nanoscale Materials PeoriaNEXT O-Nanotechnology O PARKS **NORTHERN** University Park SIUE O ARCH Incubator O Institute for Neutron Therapy IT/Communications O **ILLINOIS** UNIVERSITY Research Park at SIU O Illinois Accelerator Research Center (IARC) Financial Services O 1871 Q University of Illinois Research Park O ISGRIC O IVCA O Catapult O. INCUBATORS. INDUSTRY Built in Chicago Private Equity TechNexus O-CO-WORKING CONVENERS SPACES Seed TechAmerica 🔾 O WBC **D** Energy CAPITAL Early Clean Energy Trust O. O ISTC Manufacturing PHILANTHROPY MENTORSHIP, **o** Biotech and Pharma Growth Chicago Innovation Mentors 0 City of Chicago O PUBLIC COMMUNITY & SECTOR NETWORKING State /DCEO O Expansion Chicagoland Chamber of Commerce 0 Angel Chicago Innovation Awards OT UNIVERSITIES SOUTHERN IBIO PROPEL O Ag Research O Healthbox Q ILLINOIS FEDERAL LABS UNIVERSITY Tech Transfer O Impact Engine Q KEY -CULTURE INCUBATION Industrial Labs O 🕶 Museums Founder's Institute O. **CAPITAL & NETWORKS** ACCELERATORS Excelerate Labs/TechStars O-Performing Arts

IMSA Impact and Outcomes

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



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



Strategy -

Strong Employee Engagement



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		

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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

Unique Participants + Volunteers + Donors

Engagement Score (%) =

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

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:

THEMES

- 1) Outreach and engagement of current students
- Young alumni engagement (over 2,300 alumni more than 45% of the alumni population)
- Regional focus areas (Chicago, State of Illinois, San Francisco, and New York City)
- Alumni/Reunion Weekend
- 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
- 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

