

MAiA



Mirees Alumni
International
Association

Adopted on 8th December 2014

AGENDA 2014/17



MAIA Executive Board Agenda
2014-2017



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The new MAiA Executive Board aims at approaching its post with a genuinely pragmatic three-year agenda, based on the sole realization of feasible and sensible projects, which are in line with the statute of the association and with the expectations and priorities of the donors. The action plan will follow four main fields of action, to be realized progressively during the mandate.

- 1) **UPDATING MAiA'S STRUCTURE AND MECHANISMS**
- 2) **SUPPORTING MIREES' NEW PROMOTIONAL STRATEGY**
- 3) **BOOSTING NETWORKING, CONNECTING ALUMNI**
- 4) **FOSTERING THE EMPLOYABILITY OF MIREES GRADUATES**

The Agenda has been voted and approved by the MAiA General Assembly on 8/12/2014.

1) Updating MAiA's structure and mechanisms

In light of the previous experience shared by the founders of the association and on the basis of its peculiar development, the Board underlines the urgency to equip MAiA with a set of necessary instruments to face the challenges of a long-distance based association project. Namely, we refer to the need to: a) update the decision making process; b) establish the principles for efficient task sharing; c) amend the statute in light of the changes.

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a) It is vital to develop the decision-making process (in which the members are involved by statute) through an electronic form for better of transparency and efficacy. This means that, since it is very difficult have regular assemblies, the Board intends to regularly adopt an electronic survey and voting software to gather the opinion of the members over the ideas and proposals.

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b) Taking into account the great challenge of developing a long-distance based association (with the consequent problem of coordinating an efficient task division and active participation of the contributors), the new Board believes that a system of rewarded contribution shall be established. The idea has two aims: the first aim is to attract active participation for the realization of projects and the need to benefit from instruments, which might help in making the member who take over a specific post more responsible. Therefore, the dynamics of active participation shall be encouraged (against free-riding attitudes), through the introduction of a series of **Calls for Rewarded Contributions**, (that will be published on the newsletter) which allow the contributor to benefit from a small reward (a symbolic amount of money-not a payment, ranging from 50 to 500EUR during the first year), measured on the features of the task and its workload. This kind of provision shall be also applied for the Executive Board, which could be in such a way bound to its post throw a moral undertake toward the members and the donors.

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c) In order to put into force the changes pointed out above, the Statute of the association shall be amended in several parts concerning the structure of the association. Also, it will have to introduce the concept of "**Active ≠ Regular**" membership, to be considered as another attempt to improve the functionality of the association: in fact the Board intends to provide all the MIREES graduates with the MAiA's membership (this give them full affiliation and reception of the newsletter, therefore the freedom of initiative in the association) but distinguishing them from the Active Members who declare their will to be active subjects of the association taking action in its growth (Active members would have the rights to apply for the rewarded contributions; would have full affiliation and business card; the right to vote and co-decide; the right to take part to the general assemblies; the right to run for the elections). The current members of the association (November 2014) will be asked to decide on whether they intend to become Active Members or want to just stay regular members. The possibility to withdraw from the association is obviously given at any time as foreseen by the Statute of the association. The list of amendments to the statute will be presented to the current members of the association, which will be asked to express their opinion (through the electronic voting tool) as stated in the Statue.

2) Supporting MIREES New Promotional Strategy

In agreement with the MIREES Board and Secretariat, MAiA aims at covering the role of the promotional external unit of the Program, actively supporting its dissemination worldwide. The Association will assist the Program's staff in the realization of a new promotional campaign, with the aim to foster MIREES' visibility and increase the number of applications received. According to the priorities outlined by the MIREES Board, MAiA may conduct customized promotional campaigns aimed at particular regions or toward specific field of studies, in order to achieve the best possible degree of interdisciplinarity and cultural diversity within the Program. Such an endeavor would be mutually beneficial, both for the alumni and for the Master program, and would boost their respective prestige.

MAiA foresees to develop the following set of tools for the promotional purposes of MIREES:

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a) Realizing a detailed statistical study of the 10 application calls, in order to get a complete picture of the program in terms of applications trend, national, gender balance, diversity of the fields of study of the candidates. Thanks to this preliminary study, MAiA and MIREES would be able to draw a precise strategy for future promotional campaigns.

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b) Realizing updated promotional materials for MAiA&MIREES:

- *MAiA's Logo & Celebrative MIREES logo (10th anniversary)*
- *Assisting the development the social networking tools*
- *Assisting the design of New MIREES Flyers/Info-graphic and Poster for dissemination*
- *Designing an electronic presentation to be used for oral presentations of the Program during the promotional missions*
- *Establish a network of MIREES Ambassadors, composed by MAiA Members spread all over Europe and overseas. The recruited Ambassadors will be provided with a promotional tool kit and agree to organize public presentations of the Program in the locations where they are based, taking advantage from their own local networks.*

c) Based on the outcomes of the above mentioned statistical study, and upon the availability of funds, MAiA foresees the organization of promotional missions to targeted destinations, i.e. in those countries or regions from where MIREES had a marginal number of applicants. Promotional missions might include the participation in student's fairs, public presentations of the MIREES Program at targeted universities, student associations, suitable organizations or local actors.

3) Boosting the Networking, Connecting the Alumni

Being aware of the tremendous potential of a properly organized network of professionals spread all over the world and employed in a wide range of diverse sectors (in terms of knowledge sharing, potential establishment of partnerships, monitoring the human resources for employability purposes) MAiA puts on the top of its priorities the creation of solid network among the alumni. This pillar shall be developed in two stages.

In the short-term:

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a) Creation of a MAiA members professional profile archive, in order to foster the visibility and employability of the graduates. The creation of the professional archive is also a priority of our donors. The data base would be of crucial importance both for internal (MIREES, MAiA, partner Universities) and external purposes, since it would be made available for stakeholders and external employers.

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b) MAiA will support the organization of the events planned for MIREES' 10th Anniversary; MAiA has already presented a project for the organization of a two-day celebratory-event, structured in a series of workshops and open lectures that will involve the participation of MIREES international Faculty and MAiA members. A detailed project has already been drafted with the MIREES Board. MAiA Members will be updated on the progresses in a timely manner.

In the long-term:

c) Organization of the MIREES biennial congress, which would mirror the last Alumni conference at Vytautas Magnus University, “*Rethinking the World: Liberal Arts, Creative Imagination and Success*” held in Kaunas, Lithuania, on the 17th and 18th October 2013. As for the academic year 2014/15, this event would overlap with the 10th Anniversary celebration while it shall be replied in 2015/16.

d) Launching a fund raising campaign: the Board believes that the MIREES international Faculty and especially its founding fathers might genuinely very eager to have the opportunity to support MAiA through private donations or contributions.

e) Organization of meetings between Alumni and enrolled students, to be organized both in Forlì as in the partner Universities, within or outside the university framework.

4) FOSTERING THE EMPLOYABILITY OF THE MIREES GRADUATE

Once the organization is consolidated and active membership has increased, it will be necessary to work on the alumni’s visibility and employability, both in the field of academic research and the job market. The new MAiA Board plans to work on the following issues:

a) Increasing the placements and internships’ post diploma opportunities, starting from the provinces of Forlì-Cesena and Bologna, and MIREES’ partners universities; MAiA itself might represent an option for this purpose. The Board, in venture with MIREES Secretariat, will study the funding options available.

b) Facilitating students’ involvement in the publication of academic papers and scholarly articles, taking advantages from the consolidated international network of the program;

c) Following the direct request issued by the MIREES Academic Board, MAiA is available to take over the realization of a market analysis focused on the MIREES alumni main assets. A preliminary feasibility study will be conducted and presented to the MIREES Board. MAiA accepted this post but at the same time stresses the need to develop this task in cooperation with the program.

d) Promoting the self-employability of MIREES Graduates: MAiA shall become a solid platform functioning for the members as an affiliation for project management and found rising. MAiA would therefore represent a free co-working space open for the initiative of its members, putting at their disposal the wide frame of partnership and affiliations that the association enjoys.

MAIA EXECUTIVE BOARD

Claudia Pretto

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The association is co-financed by the MIREES partner Universities



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