

MAiA



Mirees Alumni
International
Association

Adopted on 21th December 2017

AGENDA 2017/19



MAiA Executive Board



Agenda 2017-2019

The Mirees Alumni International Association (MAiA) is the official Alumni network of the International Master of Arts in Interdisciplinary Research and Studies on Eastern Europe (MIREES), the second cycle joint degree awarded by the University of Bologna together with Vytautas Magnus University at Kaunas and Saint-Petersburg State University.

MAiA was founded in 2012 by a group of MIREES graduates and thanks to the support of the MIREES partner Universities, with the purpose of creating a solid platform to link the former students of the program, among themselves and to their alma mater. The Association aims at sharing the career achievements and expertise of MIREES graduates, supporting the program's dissemination worldwide and backing employment opportunities. In March 2014 MAiA became an official associate partner of the MA program and after the elections of its first Executive Board held in July 2014, the Association modified its internal management mechanisms and presented to the MIREES international faculty a solid agenda of goals for the mandate 2014-17.

After this triennial experience, and having successfully completed the planned program of activities, MAiA has gained extensive experience in the field of production of alumni services, promotion and networking. Previously, from 2013 to date, the association dealt with projects strictly pertinent to the types of activities envisaged by its Statute.

The many activities carried out centered around the three main pillars of MAiA's agenda:

- 1) **Actively supporting MIREES promotional strategies;**
- 2) **Boosting the networking among graduates;**
- 3) **Fostering the employability and self-employability of MIREES Alumni.**

During the period 2014/2017 MAiA has implemented projects in the three above-mentioned areas (often keeping them interconnected) involving a large number of alumni, remaining in close contact and collaboration with the university network, therefore with the MIREES coordinating bodies, but also with other social partners both in Italy and in Europe, thanks to MIREES consortium and through new synergies created over time.

MAiA's major projects and activities carried out over the three-year period 2014-2017:

- 1)** the first **electronic archive** of MIREES alumni's contacts;
- 2)** the first **statistical study** of MIREES students' generations;
- 3)** the first **census** of the working positions of MIREES graduates;
- 4)** the support in the realization of a new format for the Graduation **Ceremony** and the **Welcoming** event for new generations;
- 5)** the organization of MAiA/MIREES alumni **open lectures**;
- 6)** the organization of curricular and extra-curricular **academic events** such as screenings and debates;
- 7)** the study of the **internship and mobility** activities carried out during the IV semester;
- 8)** the editorial coordination of the **best theses** publication;
- 9)** the project **"Mobility Voices"** with interviews to Alumni regarding their exchange semesters at partner Universities;
- 10)** the realization of a MAiA/MIREES sponsored **panel** in the occasion of the *"Association for the Study of Nationalities European Conference 2016"*;
- 11)** the collaboration project with **"East Journal"** for current students;
- 12)** the **"MIREES ambassadors** promotional event" at Saint Petersburg State University;
- 13)** the **workshop** *"Project Writing & Fundraising"* with Mladiinfo International.

In light of the positive finalization of these and other projects, MAiA received a renewed and increased financial support from the University of Bologna for the academic years 2017/18 and 2018/19. Thanks to the funds made available by the University of Bologna and the collaboration with the MIREES Secretariat, the Association aims to present here a new program of activities to be launched from the fall semester 2017. MAiA has the objective to strengthen its role as crucial partner and testimonial for MIREES, playing a fast-growing key-role for the advancement of the Program in relation to the changes of the international labour market, through its contact with the human capital represented by former students, the interconnections with stakeholders, external actors and employers, with great mutual benefits both for the Program and for all MIREES degree holders.

Projects and activities envisaged by MAiA for the biennium 2017-2019

In line with the Association's statutory values and objectives, as well as in accordance with the expectations of the funding consortium, and in continuity with the Agenda 2014-17, MAiA intends to keep providing for the organization of activities aimed at orientation, student-alumni networking and promotion of the master degree MIREES, for the establishment and strengthening of the network of relations among students and graduates of the LM MIREES; for the promotion of LM MIREES course itself; for the promotion and support in the organization of information, cultural and orientation events addressed to LM MIREES students; organization of any other activities proposed by the Association, consistent with its mission.

1) Implementation of internal and external communication strategy

MAiA has as its main objective the formalization of an efficient mechanism for communication among students, graduates and the MIREES.

Objectives

Keep maintaining and strengthening a durable and reliable dialogue channel with master students has the dual purpose of strengthening the concept of belonging to the “MIREES Alumni” network and fostering the circulation of ideas, projects, and job offer reports. At the same time, MAiA would thus continue facilitating the interconnection between Alma Mater and graduates, encouraging the sharing of opportunities for collaboration and promotion.

Operating Methods

The activity will be accomplished through (1) the management and update of the official mailing list for all MIREES generations; (2) the management and update of widely-used tools as official profiles in social networks such as LinkedIn and Facebook, as well as new tools created by Almae Matris Alumni; (3) a special meeting will also take place with the MIREES coordinating staff to define common communication parameters.

Duration

The activity will entail an initial creating effort and will then be interested by a spillover of long-term benefits.

2) Management of the Membership

Objectives

MAiA wants to maintain and strengthen a precise working method that facilitates and stimulates the extensive participation of the MIREES Alumni in its activities, thus extending the direct affiliation principle with the Association, benefiting each member / MIREES graduate.

Operating Methods

A distinction will be kept between members (all graduates, who will be informed about the activities) and active members (those who intend to take part in the activities). New Active members will be invited to join the Advisory Board participating in the development of the Association and its projects.

Duration

The maintenance of this operating method will entail a continuous effort and will have a spillover of long-term benefits as already demonstrated during the previous cycle 2014-17.

3) Post-graduate employment analysis and data collection on Alumni careers

Key activity for the creation of an active and functional network will be the continuous collection of data concerning careers undertaken by alumni.

Objectives

The purpose of the activity will be threefold: (1) it will allow the Association (and thus the MIREES) to have an always up to date overview of the impact that studies have had on the

career development of Alumni and draw conclusions and reflections with reference to the course educational offer; (2) it will help to maintain solid awareness on the potential for interconnection with this human capital, both to engage in potential internal activities and (3) to initiate a career counseling mechanism between fresh and mature graduates.

Duration

For these purposes, a second Census of professional positions may be developed during the second year of implementation of the action.

4) Assist with the management of the profiles in the MIREES social networks and provide support for the online promotional campaign

MAiA is ready to keep offering experience and expertise to support the online visibility and promotion strategy, within the guidelines established by the University.

Objectives

The ultimate goals are to (1) continue the integration the Alumni element into the communicative strategy on official social networks, as well as (2) actively supporting online promotional campaigns to reach external users belonging to specific targets (area, discipline, age, gender...) as previously done.

Operating Methods

With reference to social networks, MAiA confirms the willingness to co-manage the Facebook page and LinkedIn for Education profile; as far as the online promotion is concerned, MAiA is available to continue using its skills and resources to activate targeted promotional campaigns.

Duration

The first activity is of a permanent nature; the second can be implemented again in conjunction with the launch of the two Calls for Application for the upcoming academic year.

5) MIREES Ambassadors Project

In light of its mission and results, MAiA represents for MIREES a crucial partner in promoting the Master worldwide.

Objectives

MAiA's goal is to create a network of MIREES ambassadors, consisting of MAiA members located in Europe and overseas; the aim is to promote the Program at partner Universities as well as others, to facilitate the enrollment of new students.

Operating Methods

Ambassadors will receive a promotional kit (slides, flyers, business cards) and will organize presentations of the Program in their respective reference locations thanks to their local networks.

Duration

A first promotional event was carried out in May 2016 at the St. Petersburg State University. The next events will be implemented on an annual basis, approximately one month prior to

the opening of Calls for Applications for new students.

6) Organization of educational, cultural and social events

MAiA is also an active actor in relation to curricular and extracurricular activities organized by MIREES, benefiting from transversal competences grown over the years by former students, not only in academic, political and social fields but also in arts and cultural dissemination.

Objectives

This activity aims to offer again to the master program the opportunity to organize common events, closely related to the core subjects of the course, and open to MIREES students as well as to general public. This will allow to keep developing synergy and dynamism between the parties, with the possibility of directly involving both former and current students, with the cross-networking benefits that this entails.

Operating Methods

Concretely, the activity will be based on the organization of films and documentaries screenings, or the presentation of editorial products and research projects at the Forlì Campus or outside it, involving both alumni, students and lecturers.

Duration

These activities, to be planned together with the MIREES secretariat, will be realized as single-day events (morning and/or afternoon sessions) within the academic semesters, taking into account the teaching calendar.

7) Participation to UNIBO official career days

By relying on a network of alumni who succeeded in a wide range of professional sectors, MAiA represents the natural source for the selection of testimonial taking part to career advisory events.

Objectives

To ensure the attendance of MIREES's alumni to UNIBO official career advisory events (eg. Globus/International Career Day - Campus of Forlì); to provide MIREES enrolled students with direct testimonies regarding postgraduate professional experience and to the impact of of the master course on job achievements.

Operating Methods

Collaboration to the organization and promotion of the events; identification of suitable alumni speakers benefitting from the alumni database obtained through the 2015 MAiA Census; follow up and dissemination of the proceedings.

Duration

In order to ensure the efficacy of the action, it is desirable to organize at least one event per year.

8) Support to the development of MIREES's academic activities

Benefiting from a broad network of professionals and experts in the various fields relevant to the disciplines of the MIREES program, MAiA aims to present a series of proposals to support the development of the master programme.

Objectives

The aim is to suggest and support the realization of mainly teaching components aimed at the development of parallel professional skills such as project management, negotiation, public speaking etc.

Operating Methods

These activities are well coordinated with MIREES secretariat and are based mainly on the continuing project of the MAiA/MIREES open lectures, and the workshop on project management and fundraising with Mladinfo International. Occasional further activities might be proposed.

Duration

The duration of these activities may range from a single lesson to one or more day seminar. The realization of this type of activity is likely to start from the second semester of the academic year 2017/18 as it requires greater coordination efforts.

MAiA's Governing Bodies

The Executive Board of the association is composed of three MIREES graduates, who have the roles of President, Vice-President and Treasurer, assisted by 13 collaborators within the Advisory Board. The Executive Board members, such as MIREES graduates, have extensive knowledge of the operation of MIREES and enjoy excellent relationships and collaboration with the board and master's coordination offices and the international consortium's delegates.

Executive Board

Adriano Remiddi, *President*; Irina Korovinskaya, *Vice-President*; Valentina Gilardoni, *Treasurer*

Advisory Board

Bojan Bilić, Marzia Bona, Serena Bonato, Giovanni Cadioli, Claudia Pretto, Diana Lember, Miloš Janički, Aleksandar Kostadinov, Katarina Kreceva, Milan Milenković, Lara Otonicar, Ajda Pretnar, Giulio Di Stefano, Mariana Kuzio.

MAiA's network on-line

Facebook: <https://www.facebook.com/groups/mireesalumni/>

Alma Matris Alumni: <https://alumni.unibo.it/en/network/groups/mirees-alumni-international-association/5658/151/#>

LinkedIn for Education: <https://it.linkedin.com/edu/mirees---interdisciplinary-research-and-studies-on-eastern-europe-354072>

MAiA EXECUTIVE BOARD

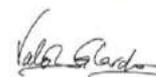
Irina Korovinskaya
Vice-President



Adriano Remiddi
President



Valentina Gilardoni
Treasurer





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The association is co-financed by the MIREES partner Universities



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Saint Petersburg
State University



VYTAUTAS MAGNUS
UNIVERSITY
MCMXXII