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MAIA STRATEGIC PLAN 2020-2023

PREPARED BY:

Valentina Gilardoni
Faris Mahmutovic
Elsa Pacella
Caterina Ghobert
Adriano Remiddi



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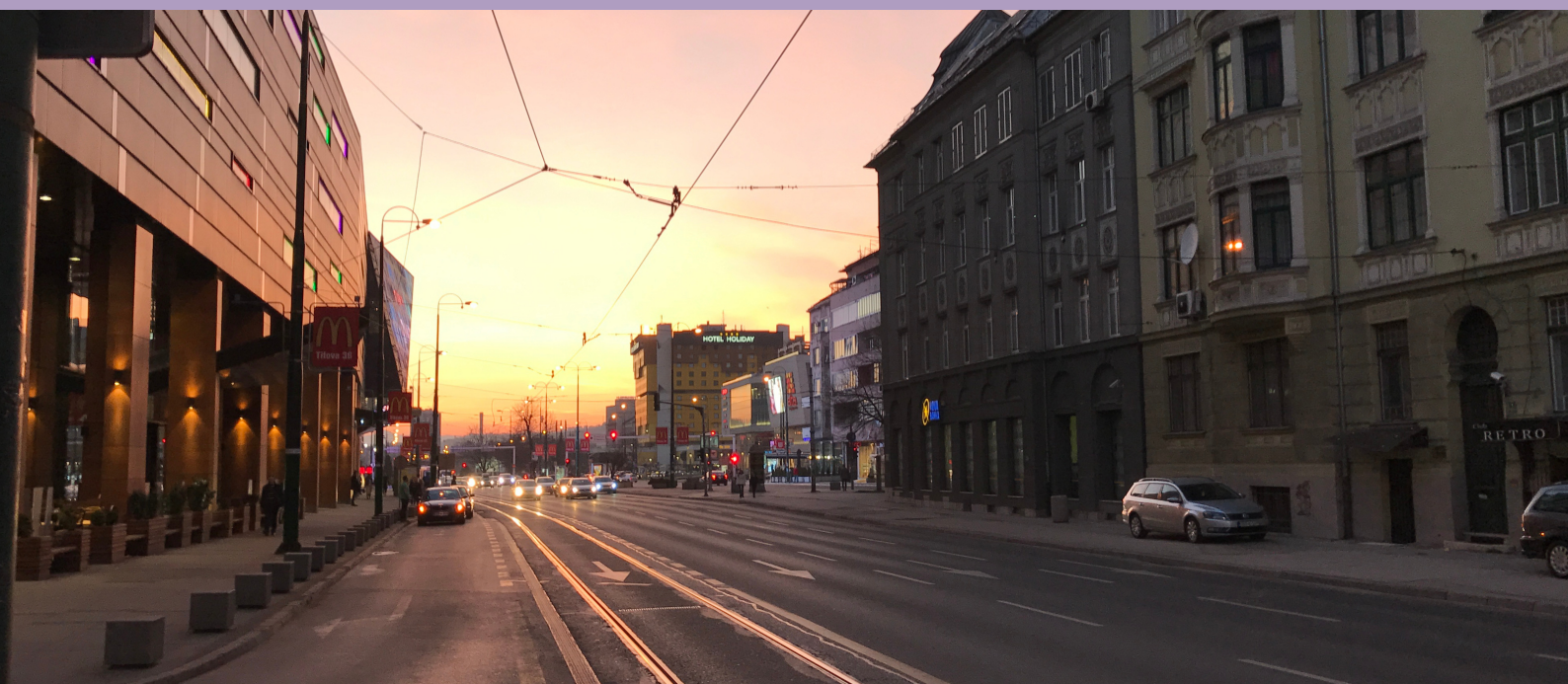
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OUR VISION



The Executive Board with this strategic document sets its work plan for the upcoming period 2020-2023.

Main goal of this Executive Board is to strengthen our Alumni community, building on the diverse personal and professional backgrounds and experiences of MIREES graduates.

We strongly believe that MAiA should serve as a common space to share views, best practices, and to exchange, sometimes in an informal way, useful information.

We strive to have a close-knit community of Alumni, spanning from the youngest graduates to the oldest generations, ready to help each other and to mutually share visions and expertise.



We aim at addressing the contemporary challenges in terms of education and employment, fostering activities dedicated to employment preparation and promotion.

We place at the centre of all our activities the principle of solidarity and mutual support.

In this context, we believe that MIREES plays and can play a fundamental role in the contemporary world: MIREES is exceptional in its interdisciplinary nature and in the diversity brought by international students, with different backgrounds but common areas of interest and passions. The consortium of all partner universities, that makes it a joint programme, represents an added value to its unicity.

We thus plan to support the University of Bologna and all its partners in improving MIREES curriculum and its educational offer by advising on its adjustment to the current challenges and the needs identified through regular consultations with students.

The COVID-19 pandemic pushed us to rethink our lives, and we had to adapt MAiA's activities as well: the Association can and should favour a digital and online format as well. The transition to digital and online, whenever possible (e.g. meetings, webinars, surveys, etc.), not only makes the participation in activities easier and more inclusive, but could also significantly contribute to save resources that could be reinvested in other activities.

The full potential lies in the fact that MAiA is a non-profit association, and as such can be used as a shared platform by its members to foster new ideas, develop projects and collaborations and apply for external funding opportunities.



AREAS OF INTERVENTION

We identified three main areas of intervention:

1. **Community**
2. **Opportunities**
3. **Partnership**

Along with a renewed visibility and communication approach.

Moreover, the Executive Board deems necessary to discuss with the Assembly and to amend MAiA Statute to reflect the maturity of the Association.



COMMUNITY



Regular assessments of community

We plan to conduct a new Census aimed at updating the data available (last Census of Alumni was conducted in 2015).

New data will serve to support both the Board and the Alumni in identifying networking and professional opportunities, and in strengthening our relation with UniBo.

We also plan to conduct a yearly survey involving all MIREES Alumni, to learn their expectations from MAiA (and UniBo and all Partner Universities). Results of these surveys will contribute to better focus and innovate MAiA's activities, to suggest new seminars and courses, and to propose adjustments to the didactics.

Bureaucracy

We believe that MAiA should support the Alumni in resolving certain administrative issues with UniBo, flagged by Alumni and to be further investigated through focused consultations: we aim at pressuring UniBO for standard operating procedures for recommendation letters and diploma supplement, particularly important for international students.

Employment preparation

We plan to develop on MAiA's new website a database of professions and contacts for MIREES youngest graduates to connect with older Alumni. The ideal frame is a mentorship program we intend to implement in collaboration with Alumni willing to share their experience and guide new graduates in the labour market.



OPPORTUNITIES



Community engagement

We plan to engage our community with a diverse range of activities. We believe in the importance of meeting in person, even more in these times of physical distancing.

In 2021, our goal is to organize a series of webinars with the support of Alumni, selected on the basis of their expertise (NGOs, international organisations, corporate jobs, think-tanks, academia, etc.).

We plan to introduce targeted MAiA-sponsored internships for younger MIREES alumni, through partnerships with different organizations and institutions.

In the following years and when circumstances allow, we plan to organise regular Alumni gatherings, in various locations (to be identified among those places with the highest presence of Alumni or at partner Universities), to strengthen the network of MIREES Alumni.

Building on the experience of MIREES Ambassadors, we plan to identify among members some/several MAiA focal points in locations with higher presence of MIREES alumni. Focal points will be contact persons/responsible for gatherings and events in the selected locations. If the budget allows, and according to the Statute, focal points could be financially rewarded.

We plan to develop a periodical newsletter with pieces of advice, job opportunities, relevant resources, and other updates.



PARTNERSHIPS



University of Bologna & MIREES Consortium

We aim at strengthening our already excellent relations with UniBO and the MIREES consortium, our first and most important donors.

We believe that MAiA should have a fundamental role in promoting MIREES. We plan to allocate resources to promote MIREES in all geographical areas of interest. Together with social media and one-to-one communication campaigns, we plan to map local institutions and organizations and to reach them out for additional promotion. We plan to continue participating in MIREES Graduation Ceremony, to use this occasion to meet the new Alumni and welcome them with MAiA informative material, offering the opportunity to become MAiA active members.

We want to celebrate MIREES 20th Anniversary publishing a commemorative Yearbook. One of the strengths of MIREES, together with the students, are the professors who teach courses and/or lead seminars. The Association supports a continued dialogue with these professionals, to make their work, including the extracurricular activities, more accessible to students and Alumni.

We plan to open the opportunity to all Alumni to participate as speakers in MAiA Open Lectures: Alumni will deliver lectures contributing to students' preparation for different career paths.

We plan to develop a capacity building project to contribute to new Alumni Associations within the MIREES consortium.

External relations: other Associations and institutions

We plan to develop a structured cooperation with other Alumni Associations within UniBO, Associations gathering former students of other Masters' courses with similar academic focus, or with partner universities.

We plan to cooperate and organise together events and gatherings.

We plan to organise networking activities with NGOs, INGOs, universities, research centres and civil society organisations, with the aim of creating partnerships and working opportunities for the Alumni.

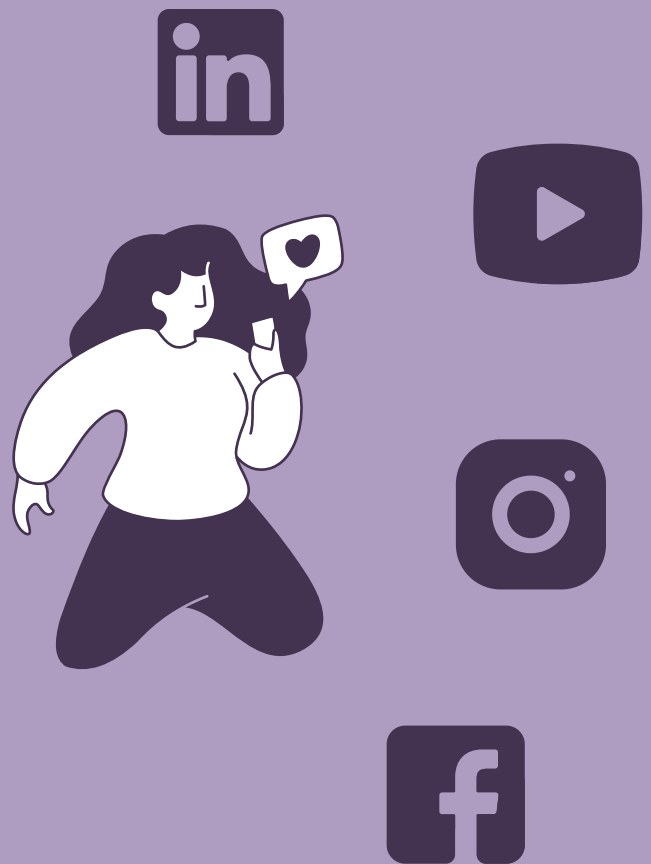
COMMUNICATION AND VISIBILITY

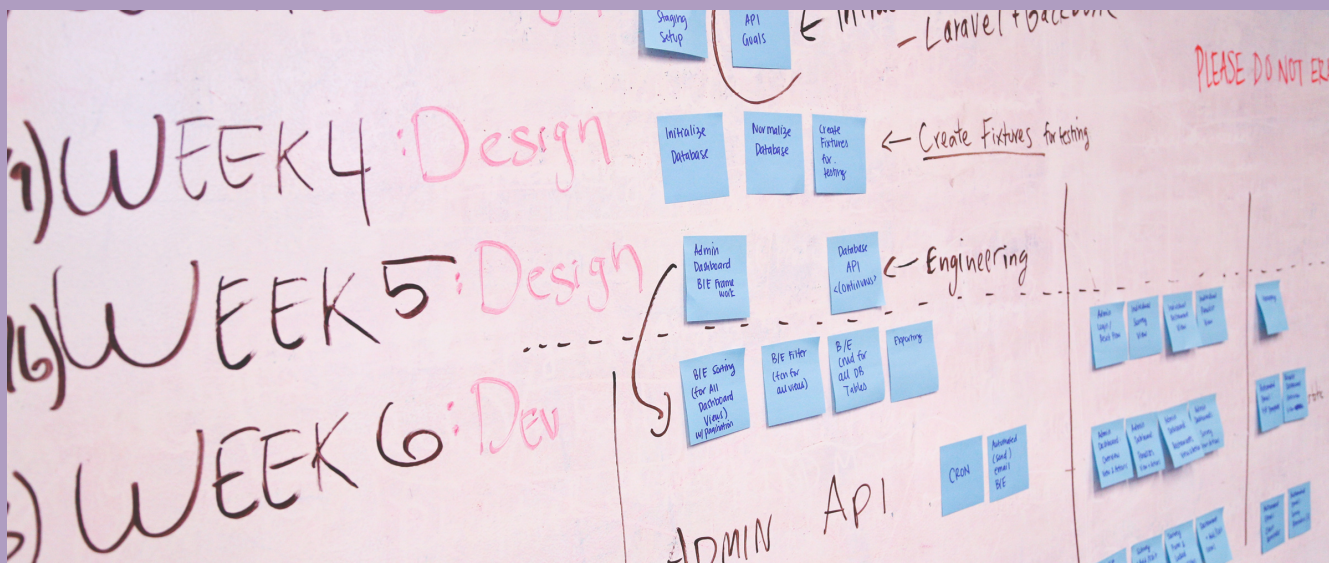


We plan to share information and updates with the Alumni through a monthly newsletter and actively engage them on the existing social media profiles (Facebook, LinkedIn).

We also want to intensify the updates for the public with a storytelling narrative focused on the Alumni career paths and publish it on MAiA's web page and on social media.

We plan to use the new MAiA website as the reference for all activities and information of the Association and will host a private microsite to which only MIREES Alumni can have access. To promote MIREES and MAiA, the Board will rely on different digital tools to create videos, factsheets, infographics and flyers to be shared online.





TIMELINE 2020-2021

DATE

- SURVEY TO THE ALUMNI
- NETWORKING ACTIVITIES
- SOCIAL MEDIA ENGAGEMENT
- LAUNCH OF NEWSLETTER

1ST TRIMESTER

- PARTNERSHIPS ACTIVITIES
- OPPORTUNITIES ACTIVITIES
- CREATION OF WEBSITE

2ND TRIMESTER

- ONGOING COMMUNICATION AND VISIBILITY ACTIVITIES
- PARTNERSHIPS
- ORGANISATION OF WEBINARS

3RD TRIMESTER

- MENTORSHIP PROGRAM FULLY ESTABLISHED
- COMMUNICATIONS & VISIBILITY
- PARTNERSHIPS AND COMMUNITY

4TH TRIMESTER