

MIT Graduate Student Life Grants Budget: Ashdown House Alumni Banuqet

Alumni Banquet Planned Attendance

Alumni: 80
Residents: 150

Expenses

Item description	Cost
Alumni Banquet (Spring 2010)	
Dinner (\$25 per person)	\$ 5,750.00
Wine (\$5 per person)	\$ 1,150.00
Concert programs (~\$0.20 per person)	\$ 50.00
Concert reception (~\$2 per person)	\$ 500.00
Souvenirs (\$10 per alumnus)	\$ 800.00
Event publicity	\$ 100.00
Expenses Total	\$ 8,350.00

Revenue

Source	Confirmed? (Y or N)	Revenue
Alumni Banquet (Spring 2010)		
Alumni registrations (\$30 per alumnus)	Y	\$ 2,400.00
Student registrations (\$5 per student)	Y	\$ 750.00
Ingram Concert Fund	Y	\$ 700.00
Contribution from Ashdown Housemasters	Y	\$ 2,000.00
Contribution from AHEC	Y	\$ 500.00
Graduate Student Life Grant	N	\$ 2,000.00
Revenue Total		\$ 8,350.00

Overall Revenue Surplus (Deficit)	\$ -
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GSLG Request	\$ 2,000.00
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Please answer the following questions (in bold) and also address the subpoints.

1. Please describe the new service or activity you are proposing.

Ashdown House is proposing to hold an alumni banquet on the evening of Saturday, April 24th for both Ashdown alumni and current Ashdown residents. The banquet will include a formal dinner, tours of the new Ashdown House (NW35), and the first Ingram Annual Ashdown House Concert, featuring music from Ashdown's talented residents. The event will then conclude with a reception. We anticipate approximately 80 alumni and 150 current residents to attend.

2. How does your project foster graduate community?

As the oldest graduate residence at MIT (and second oldest in the country), Ashdown has actively maintained a link to former residents, in some cases dating back to the 1930s. Through yearly events, Ashdown House has fostered connections between current and former residents, both important components of the MIT graduate community. We feel this alumni-student interaction is a critical aspect of the graduate experience, and this banquet is one of Ashdown's few annual opportunities for this interaction to take place on a large scale.

Desired outcomes:

The desired outcome is to further strengthen the bond between current and former Ashdown residents, especially given the move of Ashdown House from W1 to NW35. Many current Ashdown residents have not had yet had a major opportunity to interact with house alumni, and vice versa, so our hope is that this will encourage many residents to seek out this interaction.

In particular, we hope to use the Alumni Banquet as an opportunity to both relaunch an old tradition and start a new one. First, Ashdown would like to renew its Alumni Lecture series in the coming academic year. With the preoccupation of the move from W1 to NW35, Ashdown was unable to continue the alumni dinner and lecture series of 2004-05. To achieve this, alumni will be asked in our newsletter and at the dinner to volunteer to



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participate in this lecture series. Second, the banquet will include the inaugural Ingram Annual Ashdown House Concert, honoring former Housemasters Beth and Vernon Ingram. A major objective of this banquet is to host a successful concert, setting a tradition which alumni will return each year to attend.

3. Why do you consider this project feasible?

Ashdown House has successfully sponsored large-scale alumni events for the past eight years. In 2008 Ashdown held its last alumni banquet in W1, while in 2009 Ashdown hosted MIT graduate alumni for a reception with Dean Lerman. Both events included tours of the NW35 facilities. Ashdown's student officers, who will be organizing the event, have many years of experience organizing large-scale events and activities with Ashdown alumni.

Plan for implementation:

The event will be organized by Ashdown's student officers, in coordination with the MIT Alumni Office and the Ashdown Housemasters. The Ashdown Alumni Committee will work with the MIT Alumni Office to contact alumni and handle alumni registrations. The alumni committee will plan the dinner and souvenirs for alumni.

The Ashdown Cultural Committee will organize the concert and the reception to take place after the concert.

Timeline of planning and activities (as specific as possible):

February: Publish new edition of Ashdown Alumni Newsletter, announcing the event and its details; discuss registration process with MIT Alumni Office

March: Start collecting alumni registrations; plan dinner with caterer; solicit musicians for concert; organize gift souvenirs for alumni; invite dinner speakers

April: Finalize dinner arrangements; order souvenirs; organize dinner sign-ups for current Ashdown residents; identify tour leaders; print concert program

Licenses required for proposal:



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- Liquor
- Entertainment
- Movie rights
- Other – please explain:

Liability issues for your proposal:

None

Publicity plan:

Alumni are already aware of a major upcoming event from our previous edition of the Ashdown Alumni Newsletter; the next edition will provide specific event details. The event will be advertised to current Ashdown residents through extensive e-mail communication and postering through the residence hall.

4. What impact will this project have? Describe your desired outcomes for an enhanced graduate experience.

The event will achieve several desired outcomes for the Ashdown graduate experience. It will significantly increase interaction between Ashdown alumni and current residents, an important part of the Ashdown tradition. It will lead to the renewal of the Ashdown Alumni Lecture Series in Academic Year 2011 (AY11). Finally, it will launch the Ingram Annual Ashdown House Concert.

Plan for evaluation of impact (qualitative and/or quantitative):

Number of alumni and student attendees; feedback gathered from alumni and students after the event; alumni volunteers for lectures

What will it take for your project to be deemed successful? How will you know if you accomplish your objectives?

Event is well-attended and receives positive feedback; 3 alumni lectures in AY11



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5. Please also attach a copy of your proposed budget; a sample budget and optional template are provided. Any other supporting materials may also be included.

6. Please sign the following statement:

If this proposal is accepted, I am/we are committed to keeping in contact with Grants staff, and submitting an annual progress report by the requested date while my project is supported by GSLG funds.

Brandon D. Luders

Thank you for your submission!

9-1: Ashdown Banquet

2/7/10

Responses prepared by Brandon Luders and Ann Orlando

1. Will alumni actually pay \$30 for this dinner? Why not remove the souvenir and charge less?

We will charge alumni \$25 per person instead of \$30, with Ashdown (AHEC and/or housemasters) contributing the resulting difference. Based on previous alumni events, our alumni have the expectation that this will be a formal and memorable occasion. Thus we expect they will be willing to pay an appropriate ticket price for this event. For example, our most recent banquet in 2008 had an alumni ticket price of \$35 per person, and was extremely well-attended by our alumni.

We feel the souvenirs are an important part of the event, as they provide alumni with a persistent, tangible connection to Ashdown. This is especially important now since Ashdown recently moved to a new building, and most of our alumni have little to no connection with the new location.

2. Why such high cost for publicity when it's only at Ashdown?

The \$100 for publicity includes high-quality color posters throughout the building, and will also cover some of the decorations for the event itself.

3. Can the wine cost be lessened or the food price reduced?

This should be a very nice dinner. The wine costs will be low, as we will be using the Thirsty Ear. Catering will be through MIT Catering, and thus will also be as inexpensive as possible.

4. Have you contacted the Alumni Office to see if they are also willing to sponsor?

The Alumni Office is providing us with very helpful services, such as an online registration process. However, they will not provide direct funding.

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5. When you did this event before, what were the specifics (budget, etc.)?

The submitted budget was constructed based on previous Ashdown alumni events, and thus is extremely similar to our most recent banquets (such as in 2008). In the past, the Office of the Dean for Graduate Education has supplied some funding for this event.

The 2008 banquet began with a simultaneous reception and tour of the NW35 construction site, which led into the banquet dinner (including speeches from alumni) and concluded with a student concert. Alumni also received souvenirs at this event. Our 2010 banquet will incorporate the same elements, though possibly in a different arrangement.

6. How will you define alumni (e.g. undergrad alumni now doing PhD here, master's students who are doing PhD)?

Alumni are based on records and alumni lists at the Alumni Office. Anyone who has self-identified as an Ashdown alumnus will be invited; these records include Ashdown alumni since the 1930s.

As stated in our proposal, this banquet is open to all former and current Ashdown residents. Thus this might include undergrad alumni now living in Ashdown for graduate school, and myself, who completed an SM at MIT but only moved into Ashdown for my PhD program.

7. Would you consider sending out a post-event evaluation to find out about what could be better next year?

We planned to have a survey for alumni to complete at the dinner; however, we can send one out afterwards via e-mail if that is preferable.

Thank you for your consideration of this proposal!

Ashdown House Executive Committee (AHEC)

Ann and Terry Orlando, Ashdown Housemasters