



The Communication Lab, MIT School of Engineering

SUMMER INSTITUTE AGENDA | LOCATION: Building 24, Room 213

Monday July 24

8:30 – 9:00	Breakfast
9:00 – 10:00	Welcome, introductions, and overview
10:00 – 11:30	Educational philosophy: our theory and practices
11:30 – 12:30	Lunch
12:30 – 1:30	Panel discussion: Department heads and faculty
1:30 – 3:45	Strategic Planning 101
3:45 – 4:00	Wrap up

Tuesday July 25

8:30 – 9:00	Breakfast
9:00 – 11:30	Sociology + Anthropology: understanding your community
11:30 – 12:30	Lunch
12:30 – 1:30	Panel discussion: MIT Communication Fellows
1:30 – 3:45	Strategic Planning 102
3:45 – 4:00	Wrap up

Wednesday July 26

8:30 – 9:00	Breakfast
9:00 – 11:30	Customer Service + Management: providing the best experience
11:30 – 12:30	Lunch
12:30 – 1:30	Panel discussion: MIT Communication Fellows
1:30 – 3:45	Strategic Planning 103
3:45 – 4:00	Wrap up

Thursday July 27

8:30 – 9:00	Breakfast
9:00 – 11:30	Business + Innovation: designing a business model and scaling up
11:30 – 12:30	Lunch
12:30 – 1:30	Panel discussion: Communication Lab Founder, Jaime Goldstein
1:30 – 3:45	Strategic Planning 104
3:45 – 4:00	Wrap up