



The Communication Lab, MIT School of Engineering

SUMMER INSTITUTE AGENDA

Monday July 24

8:30 – 9:00	Breakfast
9:00 – 10:00	Welcome, overview, and introductions
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 – 2:30	Strategic planning 101
2:30 – 3:45	Workshop: Beginning your strategic plan
3:45 – 4:00	Wrap up

Tuesday July 25

8:30 – 9:00	Breakfast
9:00 – 10:00	Sociology + Anthropology: understanding your community
10:00 – 11:30	Workshop: identifying your users' motivations and behaviors
11:30 – 12:30	Lunch
12:30 – 1:30	Panel discussion: MIT Communication Fellows
1:30 – 3:45	Workshop: continued work on your strategic plan
3:45 – 4:00	Wrap up

Wednesday July 26

8:30 – 9:00	Breakfast
9:00 – 10:00	Customer service + Management: providing the best experience
10:00 – 11:30	Workshop: establishing your practices for clients and fellows
11:30 – 12:30	Lunch
12:30 – 1:30	Panel discussion: MIT Communication Fellows
1:30 – 3:45	Workshop: continued work on your strategic plan
3:45 – 4:00	Wrap up

Thursday July 27

8:30 – 9:00	Breakfast
9:00 – 10:00	Business + Innovation: designing a business model and scaling up
10:00 – 11:30	Workshop: strategies for building support and resources
11:30 – 12:30	Lunch
12:30 – 1:30	Panel discussion: Communication Lab Founder, Jaime Goldstein
1:30 – 3:45	Workshop: strategic planning and next steps
3:45 – 4:00	Wrap up

Friday July 28 – optional (additional fee)

8:30 – 9:00	Breakfast
9:00 – 10:00	The evolution of our training curriculum
10:00 – 11:30	The model: how we train our fellows – the 80/20 model
11:30 – 12:30	Lunch
12:30 – 1:30	Elements of a successful training/workshop
1:30 – 3:45	Workshop: curriculum design
3:45 – 4:00	Wrap up