



For Immediate Release

MIT SLOAN SCHOOL OF MANAGEMENT ENGAGES COMMUNITY ANALYTICS Community Analytics to uncover alumni relationships

BALTIMORE (July 2009) – In partnership with Simpson Scarborough, Community Analytics is helping MIT’s Sloan School of Management increase the level of alumni engagement by uncovering and understanding their alumni networks.

Through this work, the MIT Sloan School of Management seeks to provide improved alumni programming and outreach by supporting the networks of trust and admiration among their graduates. “Community Analytics is thrilled to partner with MIT and Simpson Scarborough on this important initiative,” commented Community Analytics’ CEO, Myra Norton.

#####

About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

About MIT Sloan School of Management:

The MIT Sloan School of Management, based in Cambridge, Massachusetts, is one of the world’s leading business schools — conducting cutting-edge research and providing management education to top students from more than 60 countries. The School is part of MIT’s rich intellectual tradition of education and research. The mission of the MIT Sloan School of Management is to develop principled, innovative leaders who improve the world and to generate ideas that advance management practice.

About SimpsonScarborough:

SimpsonScarborough is a team of nationally known marketing strategists who aligned to form a single firm that blends sophisticated research with cutting-edge marketing and branding strategies. They partner with leading public and private colleges and universities to build their images and reputations and reach clearly defined, measurable goals.

*For more information about Community Analytics”, please contact:
Jon Farley | jfarley@comlytics.com | 443.263.4222*

www.communityanalytics.com