

Harvard Club of Beijing 2016 Activities



Annual Alumni Appreciation Party



Talk by Shituzi on China's creative industry



Talk by Jay Harris on liberal arts education



Beishatan English Corner community service, with Cornell University

Accomplishments and Challenges

■ Accomplishments

- Organized 16 events throughout 2016, the most popular events were the Annual Alumni Appreciation Party, Global Networking Nights and joint school events
- Wechat public account (harvardbeijingclub) has 9650+ followers (30% increase from 2015), 140+ pieces of content were published
- Weibo account (哈佛北京校友会) has 1870+ followers

■ Challenges

- Few new paid members, membership benefits are not clear as most events are free or at a low cost
- Many new alumni do not know about the Club; we don't exactly know who are in Beijing
- Difficulty in attracting recent alumni to get involved with the Club, they form their own social circles
- Not enough volunteers to help organize events

