

**What does the HAA do?**



The HAA promotes the welfare of Harvard University and the establishment of a mutually beneficial relationship between Harvard University and its alumni.

**What is the mission of the HAA Board?**

The HAA Board of Directors exists to foster alumni community building and to create University citizens of our alumni volunteers and alumni broadly.

**Why does it matter?**

A healthy university has deeply engaged alumni who support the institution, work as ambassadors, protect and steward the brand, and serve as important volunteers.

**How do we measure engagement?**

Traditionally, alumni engagement has been measured by behaviors (event attendance, giving, address updates, etc.). We believe it is equally important for us to consider and measure how alumni feel about their connection to the University.



Positive experiences in either arena will naturally and positively affect the other. Over time, this could have a cumulative impact on increased alumni engagement.

**Alumni Engagement Research**

The HAA conducted an alumni engagement survey to a representative sample of our community in the summer of 2012, and the learnings from that survey have helped inform and guide our work across the staff and volunteer groups. In November 2014, we undertook an updated or “pulse” survey.

Results are extensive, and the data has helped inform Board initiative and committee charters. You, as volunteer leaders, will again be essential in helping turn what we have learned from these new findings into action.

**Overall: What have we learned about attitudes?**

We used four questions to determine alumni attitudes. Each question ranged from 1-6, negative to positive. The answers to those questions formed an index we call the Alumni Engagement Index or AEI. The questions:

1. How would you describe your feelings toward Harvard as a whole?
2. How connected do you feel to Harvard as a whole?
3. How satisfied are you with your experience with Harvard as an alumnus/na?
4. To what extent do you agree or disagree: I feel part of the Harvard alumni community?

The Alumni Engagement Index (AEI)



|  |  |  |
| --- | --- | --- |
|  | 2014 results | 2012 results |
| High engagement | 41% | 41% |
| Mid engagement | 40% | 39% |
| Low engagement | 19% | 20% |

The good news:

* Roughly twice as many alumni are considered highly engaged as low
* Our sense of community (question 4) has increased
* Harvard Club membership is a good predictor of high engagement
* Alumni have an increasing sense that Harvard provides them ongoing learning opportunities

The opportunities:

* Men are, on the whole, more likely to be highly engaged than women
* Findings underscore the importance of establishing strong relationships with alumni early on
* Increased segmentation and reliance on alumni ambassadors could yield increased AEI results

**Overall: What have we learned about behaviors?**

The HAA buckets behaviors into three main areas:



1. Communicate examples: contact information updates, reading Harvard Magazine, online community participation, etc.
2. Participate examples: local events, Club or SIG membership, reunions, giving, virtual events, etc.
3. Volunteer examples: Board service, Schools and Scholarships, Club or SIG leadership, School council leadership, Reunion committee, etc.

In looking at the data and analysis from our engagement research, we determined “Five Areas of Focus” to help drive increased engagement in these behaviors. These are the most important levers in driving engagement. They are:

1. **Intellectual Content**
	* Increase the ability to engage with and share the intellectual riches of the University.
2. **Campus and Student Connections**
	* Connect alumni/ae to students and campus life today.
3. **Alumni as Insiders**
	* Build awareness and access to news about Harvard today and tomorrow.
4. **Active Citizenship**
	* Increase participation in volunteerism and philanthropy.
5. **Alumni Communities**
	* Strengthen and create personal, professional, and intellectual bonds within the alumni community.

Our strategic efforts in these areas of focus should span and encourage all three alumni behaviors: communicate, participate, and volunteer.

Initiatives 2015-2016

Careers and Networking: Alumni to Alumni Networking

Hannah Cardiel AB ’13, Leader

Matthew Temple AB ’86, Leader

Anne Cushing, Staff Liaison

Intellectual Content: Digital and Blended Learning

Ann Koufman-Frederick AB ’78, Leader

Bryan Richards EdM ’97, Leader

Clint Ficula EdM ’11, Staff Liaison

Public Service

Raphael Bostic AB ’87, Leader

Julie Palmer AB ’84, Leader

Joslyn Evans CPC ’11, Staff Liaison

Student and Recent Graduate Engagement

Raine Figueroa AB ’84, MBA ’91, Leader

TBD, Leader

Heather Gain, Staff Liaison

Volunteer Ambassadorship

Danguole Altman AB ’81, Leader

Elisabeth Bentel Carpenter AB ’87, MBA ’94, Leader

Kellie Celia, Staff Liaison

Committees 2015-2016

Awards

Tanya Ryk Friedman AB ’94, Chair

Kate Freed ALM ’11, Staff Liaison

Chief Marshal Selection Committee

Nancy Sinsabaugh AB ’76, MBA ’78, Chair

Courtney Shurtleff, Staff Liaison

Clubs & SIGs: Advancing Clubs and SIGs

Katherine Kennedy AB ’88, Chair

Jonathan R. Aibel AB ’91, Chair

Chandra Mohammed, Staff Liaison

Clubs & SIGs: Data Insight and Strategic Marketing

Amy Hanson AB ’92, Chair

Rita Pang AB ’96, Chair

Lauren Brodsky, Staff Liaison

Committees (cont.)

Clubs & SIGs: Strengthening SIGs

Emily Parrott AB ’09, Chair

Ryan Thoreson AB ’07, Chair

Ryan Ford, Staff Liaison

College Alumni Outreach Committee: Broadening Engagement (Year 26 Through 40th Reunion)

Jonathan London AB ’88, MBA ’95, Chair

Webster O’Brien AB ’86, MBA ’95, Chair

Courtney Shurtleff, Staff Liaison

College Alumni Outreach Committee: Maintaining Connections (Year 41 and Beyond)

Thomas Blodgett AB ’61, MBA ’65, Chair

Ann Giese Porter AB ’62, Chair

Deborah Smullyan AB ’72, Staff Liaison

College Alumni Outreach Committee: Strengthening Foundations (Year 6 Through 25th Reunion)

Vanessa W. Liu AB ’96, JD ’03, Chair

Eli Rosenbaum AB ’05, JD ’08, MPP ’08, Chair

Jack Cashman, Staff Liaison

Committee to Nominate Overseers and Elected Directors

Leila Fawaz AM ’72, PhD ’79, Chair

Kate Freed ALM ’11, Staff Liaison

Happy Observance of Commencement

Thomas E. Black AB ’66, Chair

Kenneth S. Ledeen AB ’67, Chair

Sara Graham, Staff Liaison

Harvard-Cambridge Scholarships

Joshua S. Goodman AB ’00, Chair

Sara Graham, Staff Liaison

Schools & Scholarships

Katherine Williams Fahs AB ’83, Chair

Bryce Gilfillian AB ’12, Staff Liaison

Undergraduate and Alumni Outreach Committee: Building Community (Undergraduate through 5th Reunion)

Jonathan Jeffrey AB ’16, Chair

Ryley Reynolds AB ’15, Chair

John Prince AB ’13, Staff Liaison