

HARVARD

ALUMNI ASSOCIATION



Asia-Pacific Club Leaders Meeting
March 18-19, 2017

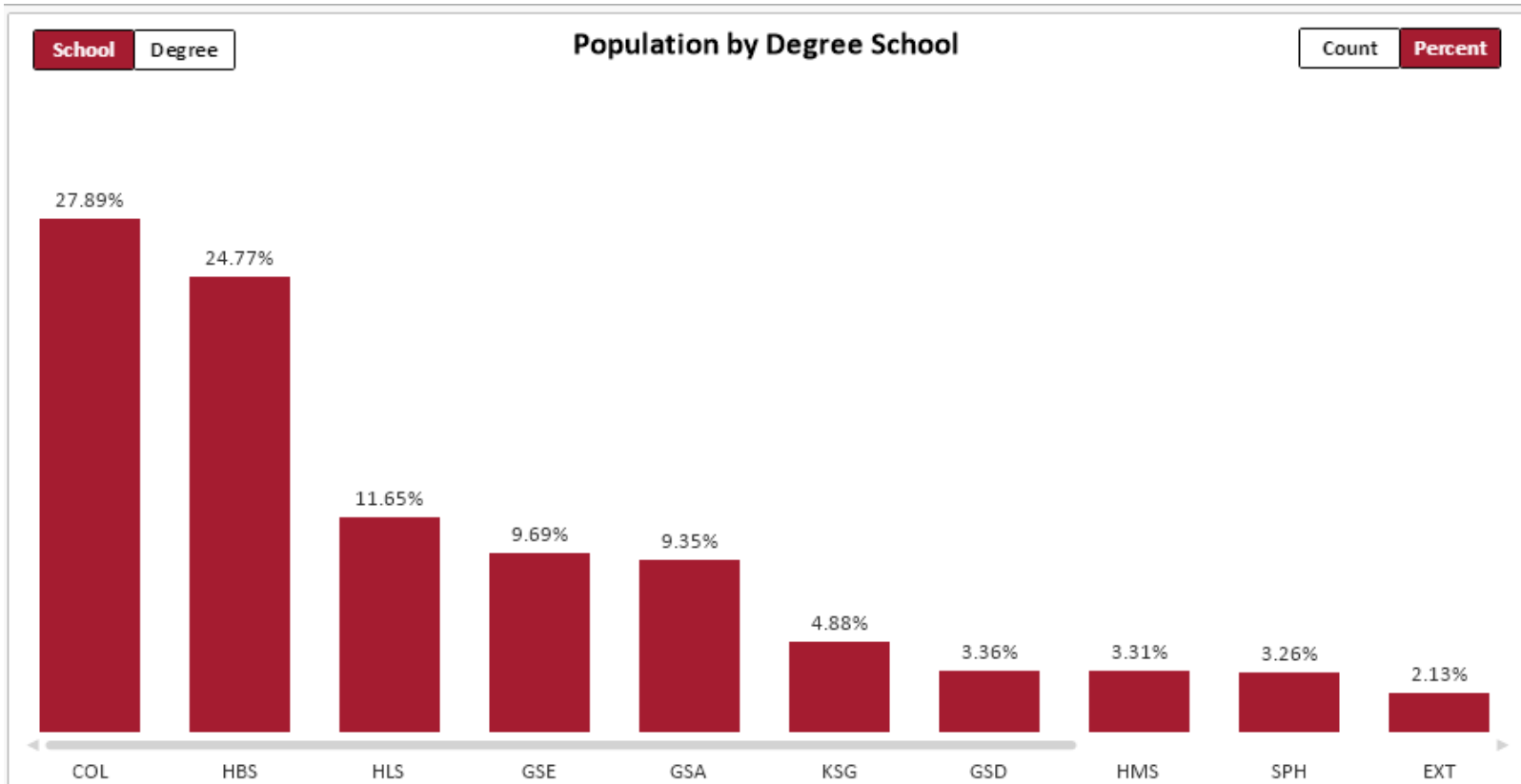
Areas of Focus

2016-2017

- Have more face-time with volunteers
- Help Clubs and SIGs use data to inform strategy and programs
- Expand Officers' Lounge
- Clubs and SIGs Committees
- Build Orientation program for New Club/SIG Leaders
- Develop pre-ALC meeting for international Club Leaders
- Build Parent engagement through Clubs
- Create AM users group
- Reimagine Annual Report
- Increase communication with Club/SIG beyond president
- Focus on connecting students to Clubs and SIGs

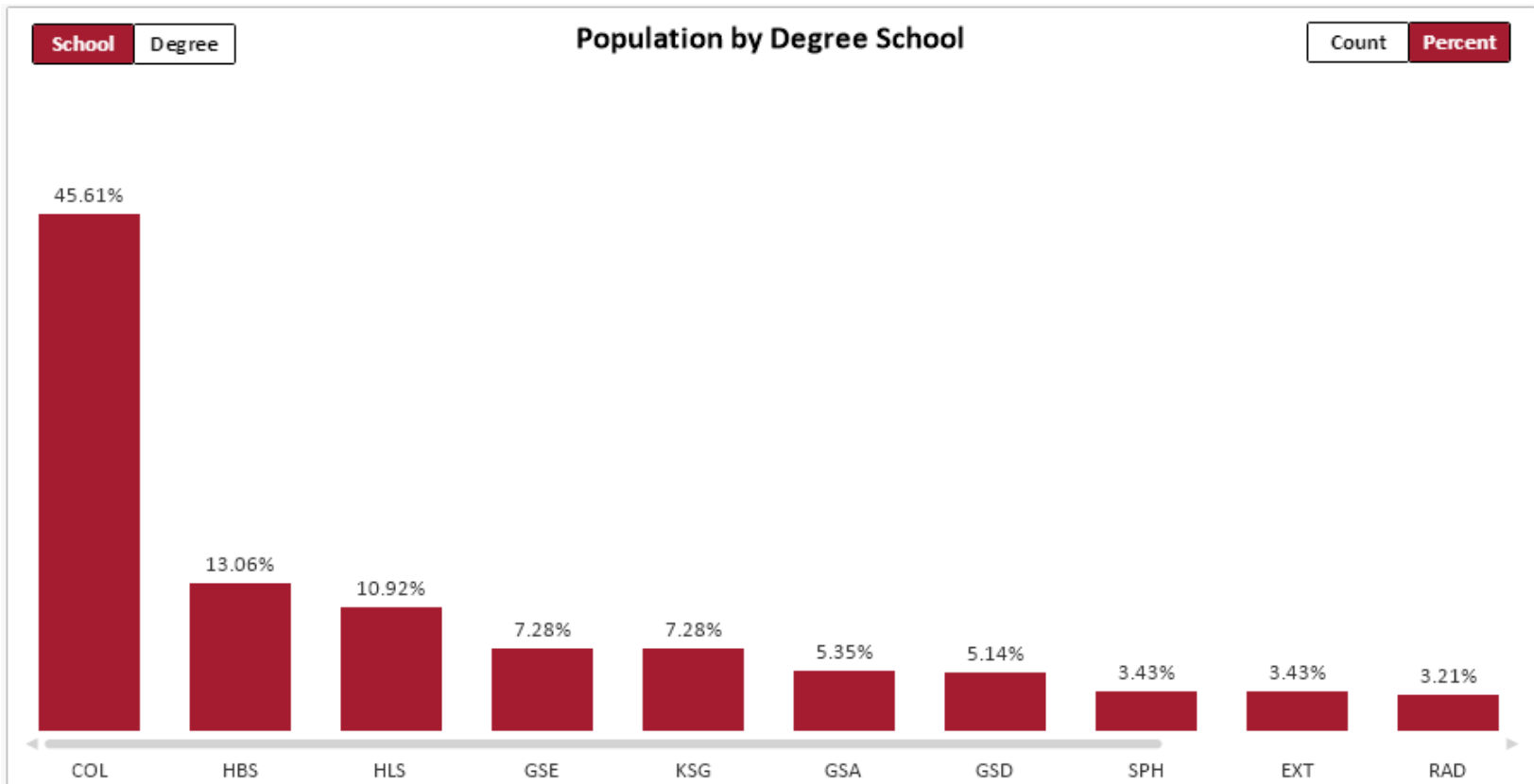
Data Visualization

- **Population by Degree School**
- *Harvard degree holders with an active address in Colorado*
- *Entity Count: 4,139*



Data Visualization

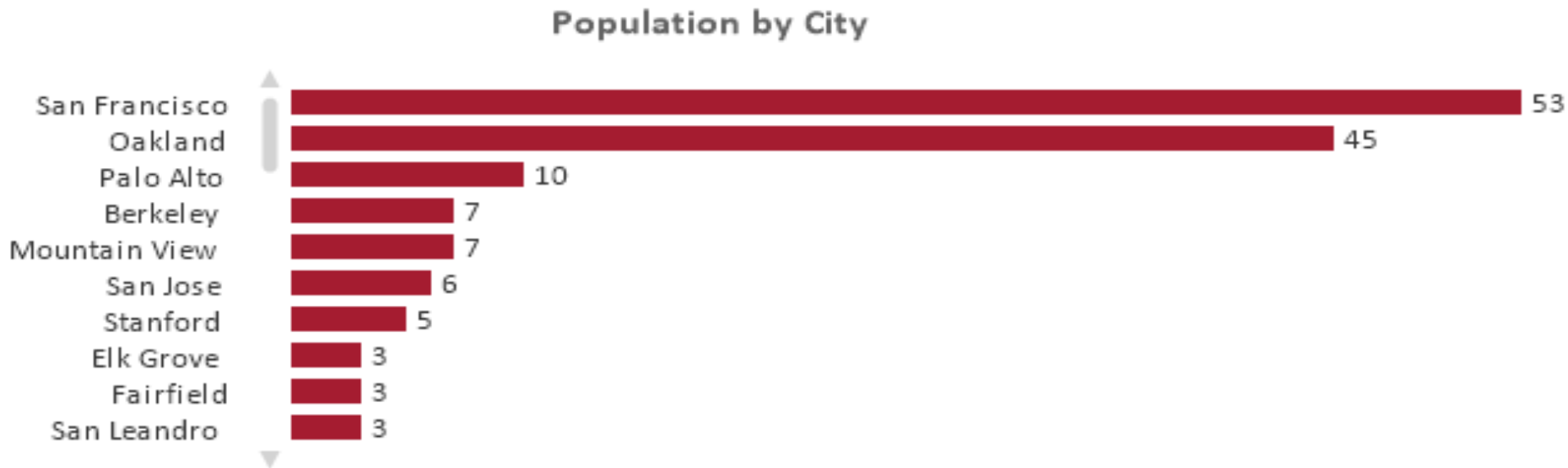
- *Active Rocky Mountain Harvard University Club Members with a Harvard degree*
- *Entity Count: 467*



Data Visualization

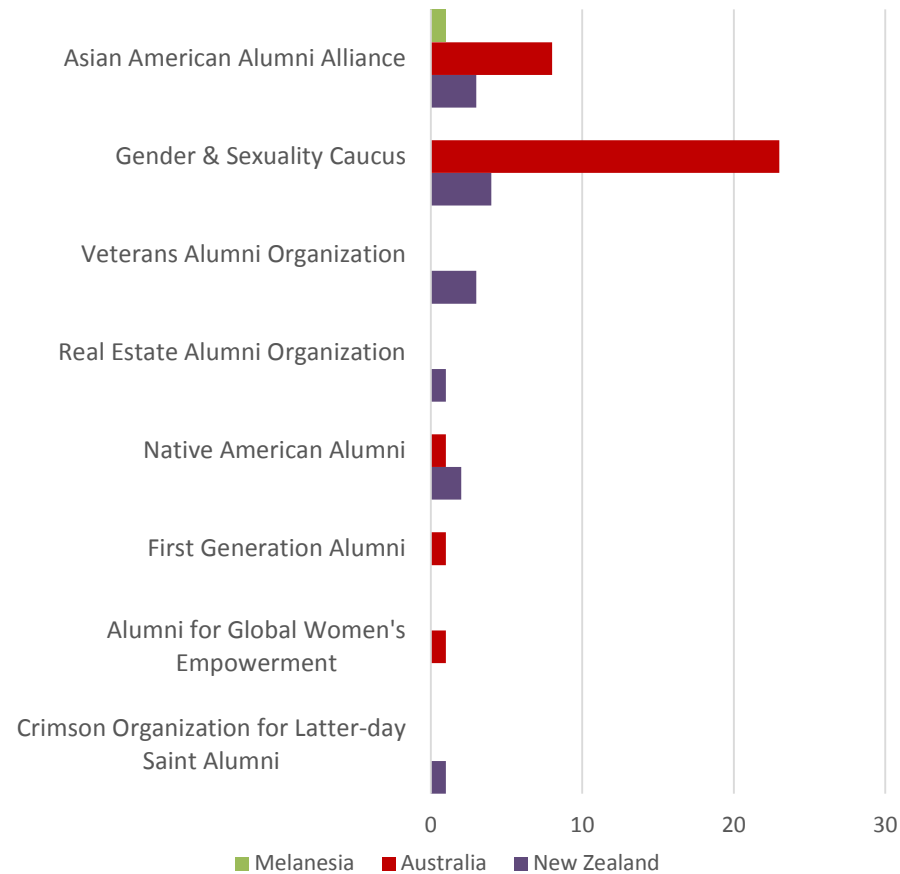
Harvard Black Alumni Society

The Harvard Black Alumni Society Shared Interest Group has individuals in the following cities in Northern California:



Data Visualization

**Sample of Shared Interest Groups--
Members in Australia & New Zealand**



Officers' Lounge

<http://officerslounge.clubs.harvard.edu/>

- Content about our leadership conferences
- Digital playbook
- Tips and tricks for creating successful programs and events
- Notes and audio recordings from Ask the HAA calls
- Data and Strategic marketing guides
- Relevant tax and insurance information
- Sample bylaws and governing documents

Clubs and SIGs Committees

- Strengthening SIGs
- Leadership Succession Planning
- Core Competencies

New Leaders Orientation

- Ask the HAA Call specifically for new leaders
 - Understand resources available and how to leverage them
- New Leaders Seminar at ALC
 - Introduce new leaders to crucial aspects of a well-functioning Harvard Club or Shared Interest Group.
 - Familiarize new HAA Club and SIG leaders with HAA leaders, support and services, and best practices.
 - Provide relationships among established and new Club and SIG leaders in order to make attending the ALC more fun and comfortable for new attendees.
 - Introduce and promote ideas that act as the foundation of a new annual report that is being rolled out to all Clubs and SIGs.

International Club Leaders Mtg

- Connect International Club/SIG Leaders to Senior Administrators, relevant Centers and faculty
- Engage with Admissions
- Build stronger community of international Club/SIG Leaders

Building Parent Engagement

- Help parents feel welcomed to the Harvard community
- Answer questions parents have
- New admit event or separate event

AlumniMagnet

- 177 out of 251 Clubs/SIGs on AlumniMagnet
- Focus group beginning in April to understand pain points
- 38% of alumni have claimed HarvardKey
 - 105,360 out of 280,000

Annual Report

How do we make the Annual Report useful to
Clubs and SIGs?

New Annual Report

- Strategic development tool Clubs/SIGs can use to evaluate where they are and set goals
- New iteration of the Annual Report will
 - Help Clubs/SIGs identify what they are doing well and where there are areas of opportunity that they might explore for growth
 - Recognize that Clubs/SIGs are at different stages of development and not all goals for every organization will be the same
 - Allow Club/SIG leadership to better understand their organizations and identify strategies for advancement based on goals **they** determine
 - Enable Clubs/SIGs to take advantage of best practices from around the world, and help position where they are versus where they would like to be for organizational development
 - Foster dialogue amongst Club/SIG Executive Committee/Board

Annual Report Pilot

- Initial feedback is very positive
 - Utah:
 - Felt relevant even to a Club of their size
 - Thought there were places where they could easily move the dial with some focused effort
 - Central Florida:
 - Fantastic and eye-opening discussion
 - Brought into focus need to adhere more closely to by-laws, succession planning, marketing and social media strategy
 - New York City:
 - Pointed to more they could do around institutional transfer of knowledge and building a leadership pipeline
 - Philadelphia:
 - Extremely helpful as a basis for strategic planning.
 - Helped to reinforce some of the areas leadership felt they needed to make more progress
 - Asian American Alumni Alliance
 - Helped to see where organization was/is and areas to explore
 - Made extremely helpful suggestions that we incorporated to ensure tools was relevant to SIGs

THANK YOU

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