



# Fostering a University-wide Community Discussion

## *Recommendations for Clubs and SIGs*

2018 HAA LATIN AMERICAN CLUBS, CONTACTS & SIGS LEADERS MEETING  
BUENOS AIRES

This document was developed by the 2017-2018 *Clubs & SIGs: Fostering a University-wide Community Committee* led by Salomé Cissal de Ugarte LLM'94, Co-chair; Karin Wentz AB'81, Co-chair; and Sara Aske, HAA Liaison.

The *Clubs & SIGs Fostering a University-wide Community Committee* builds upon the 2016-2017 work of the *Graduate School Alumni Engagement Initiative* led by William Makris EdM'00 and Eric G. Yeh AB'98, SM'98, and aims to implement ideas that encourage a robust interaction among alumni from all Harvard schools.

May 31, 2018

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**HARVARD**  
Alumni Association

## Charter/Mission Statement

*To foster a University-wide alumni community by enhancing and promoting the **One Harvard Club & SIG** relationship.*

These recommendations are intended to:

- Encourage **awareness** among Club/SIG leaders of the different disciplines and school affiliations of their directors and members
- Assist with the development and implementation of **events and ideas** to address different interests and encourage interaction among **alumni from all Harvard programs and schools**
- Identify **early engagement initiatives** to make students of [all Harvard schools](#) feel part of the future alumni community and connect with the HAA as soon as they are admitted to Harvard

The present materials provide **recommendations and practical ideas** to the Harvard Clubs & SIGs on how to foster a University-wide Community. They address questions like:

1. What is One Harvard?
2. Why is it important to foster a University-wide community?
3. How to define the relevant community of my Club or SIG?
4. How to implement a University-wide community?
  - What does it mean for my Club or SIG, in my geographical area, to promote University-wide Community?
  - How can my Club or SIG implement a University-wide Community that engages students of all schools once admitted to Harvard?
  - What kinds of measures and/or policies can my Club or SIG introduce to reflect a University-wide Community?
  - What school-specific local outreach should be considered?

**One Harvard** was the platform Drew Faust developed early in her tenure as the 28<sup>th</sup> President of Harvard University which sought to encourage collaborations across schools, centers, and areas of study.

It aims to:

- Create greater opportunities for the coming together of students, programs, and facilities.
- Leverage the individual strengths of schools, centers, and departments (also students, faculty, and researchers) to enable the development of an idea, program, or University that is greater than sum of its individual components.
- Encourage interdisciplinary learning and problem solving.
- Promote a diverse and inclusive Harvard community.

Through **One Harvard**, the University promotes ways of engagement across disciplinary boundaries and schools, and knits the University's offshoots together to reach into the world.

Examples include: the Harvard Innovation Lab (i-lab); Harvard Institute for Teaching and Learning (HILT); collaborative and joint degree programs (Masters in Design Engineering – GSD/SEAS); a unified academic calendar allowing for cross-registration of students at various schools.



*Why is it important to foster a University-wide community?*

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Connect

Interact

*What is the value for the community?*

### Promoting a diverse and inclusive alumni community

- Will build a connected and collaborative community, with alumni from all [Harvard schools](#), to realize the full potential of Harvard University
- Will promote interaction of graduate and undergraduate students with the HAA and the alumni community, as of admission and after graduation
- Will foster greater diversity of events and activities to address all members of the community and interests across disciplines
- Will enhance the sense of community and a robust connection with the HAA

Collaborate

Engage

## STEP 1 - Define your Community

*Please Note: Harvard Alumni and/or Associate Member Alumni status is granted exclusively by Harvard University. Membership status in a particular Harvard Club/SIG is granted by each Club/SIG in accordance to their by-laws.*

The first step shall consist in defining the relevant community of the pertinent Club or SIG:

The community shall consist of any person who has **alumni** and/or **associate member** alumni status per the Harvard Alumni Association records, and is in good standing.

- For alumni status verification, please contact the HAA Clubs & SIGS team at [clubs@harvard.edu](mailto:clubs@harvard.edu)
- Clubs & SIGs might want to consider a "Friends" or "Harvard Supporter" membership category for any individual who (i) is a parent of a Harvard University student; or (ii) is spouse of a deceased members of the Club; (iii) is or was an intern and/or resident fellow of a teaching hospital affiliated with Harvard University.

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## ***Definitions***

Based on [HARVARDKEY](#)

1. Alumni (AL) – An **alumnus/alumna** is defined as an individual who has received a degree from any school at Harvard University or Radcliffe College, including honorary degrees.
2. HAA Associate Members (AM) – An **HAA Associate Member** is defined as an individual who has not earned a degree from Harvard University or Radcliffe College but has enrolled in a degree program and completed at least one credit-granting course with a passing grade; or a non-degree individual who has completed a certificate program or programs of at least nine weeks cumulative duration.
3. Program Participants (PT) – A **Program Participant** is defined as a non-degreed individual who does not meet the University's criteria for designation as HAA Associate Member, but who a particular school will be able to designate as a Program Participant under their own defined criteria.



## STEP 2 - Know your Community

1. Request [Data Visualization](#) on the composition of your Community from the HAA.
2. Analyze the composition [by School](#). Harvard University has various degree-granting schools:

- Harvard College
- Harvard Business School
- Harvard Division of Continuing Education
- Harvard School of Dental Medicine
- Harvard Divinity School
- Harvard Graduate School of Design
- Harvard Graduate School of Education
- Harvard Graduate School of Arts & Sciences
- Harvard John A. Paulson School of Engineering and Applied Sciences
- Harvard Kennedy School
- Harvard Law School
- Harvard Medical School
- Radcliffe Institute for Advanced Study
- Harvard T.H. Chan School of Public Health

3. Determine the **geographic** distribution of your alumni

### STEP 3 - Leverage Visualized Data

Clubs and SIGs can leverage the [visualized data](#) and [alumni counts](#) provided by the HAA by:

1. Determining the number of alumni in your geographic area or within your SIG focus; compare to the number of your Club /SIG and members.
2. Analyzing the school composition of your alumni base.
3. Analyzing the school composition of your members.
4. Analyzing the schools chosen by the new admits.
5. Considering how to recruit members to the Board to reflect members/alumni.
6. Considering diverse offering of events to respond to interests of members/alumni.
7. Developing specific events for new admits and students of all schools on campus.

## Step 4 - Promote the value of One Harvard

Contact your members and alumni, and nurture the idea that HAA Clubs & SIGs and School-based Clubs & SIGs benefit when they communicate and collaborate

What measures can be introduced?

1. Develop a **customized membership recruitment and marketing plan** inclusive of alumni from all Harvard schools
2. Identify and organize **events addressing the diverse interests** of your community
3. Develop **initiatives** that allow your members/alumni to engage and collaborate around the **One Harvard** idea

## STEP 5 - School-specific Local Outreach

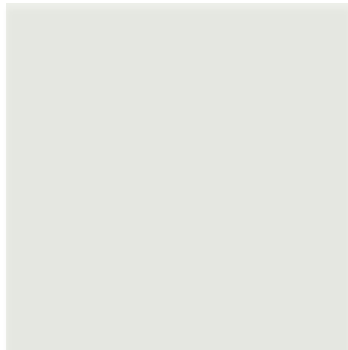
- 1. Check if there are recognized School-specific Clubs or SIGs in your city/country.** If so, reach out to them to discuss possible collaborations based on common interests. Consider organising regular informal meetings with the leaders in your region. Consider joint events and cross-marketing opportunities with the above groups.  
*\* Please note that in addition to HAA Clubs, School-specific alumni networks are only recognized by Harvard Business School (HBS), Harvard Kennedy School (HKS) and/or Harvard Law School (HLS) .*
- 2. Check if there is a [Harvard Office](#) in your area.** If so, connect with them to discuss possible collaborations. Please be aware that each of these offices has an academic purpose. Based on their focus they might benefit from mutually-beneficial interaction with alumni, but might not be the case with each one of them. Consider joint events and cross-marketing opportunities with them.
- 3. Check your by-laws to determine whether they allow for a diverse community.** Recruit members to the Board to reflect diversity of members, alumni and schools. Consider inviting the President of the local School-specific Clubs/SIGs and/or the Director of the local Harvard Office to be Board Members of your Club/SIG (voting or non-voting) or to attend specific Board meetings.

## STEP 6 - Student Outreach

The HAA will be reaching out to all Harvard students at the beginning of their first semester welcoming them to the HAA and the Club/SIG.

Possible actions being considered include:

- *Welcome email informing students about the activities of the HAA and the Clubs/SIGs of their region;*
- *HAA materials to include testimonial quotes of diverse alumni;*
- *Annual email at the beginning of their second semester reminding students about the HAA and encouraging them to reach out to the Club/SIGs of their region/interest*
- *Follow-up email during the final year with information adapted to their new situation; etc.*



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## SUMMARY - *Value of “One Harvard”*

*Contact your members and alumni, and nurture the idea that HAA Clubs & SIGs and School-based Clubs & SIGs benefit when they communicate and collaborate*

What Measures can be introduced?

1. Develop a customized membership recruitment and marketing plan inclusive of alumni from all Harvard schools.
2. Identify and organize events addressing the diverse interests of your community.
3. Develop initiatives that allow your members/alumni to engage and collaborate around the One Harvard idea.
4. Recruit members to the Board to reflect diversity of members, alumni, and schools.
5. The HAA is exploring the option of contacting all Harvard students at the beginning of their second semester welcoming them to the HAA and the Club/SIG. Clubs/SIGs can foster this relationship too by maintaining contact with the students with whom they interacted during the admission process.
6. Recommend how Clubs & SIGs can best welcome new admits and organize sendoff events in coordination between the HAA and individual schools.



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If you have questions or comments, please contact  
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# HARVARD

## ALUMNI ASSOCIATION

