

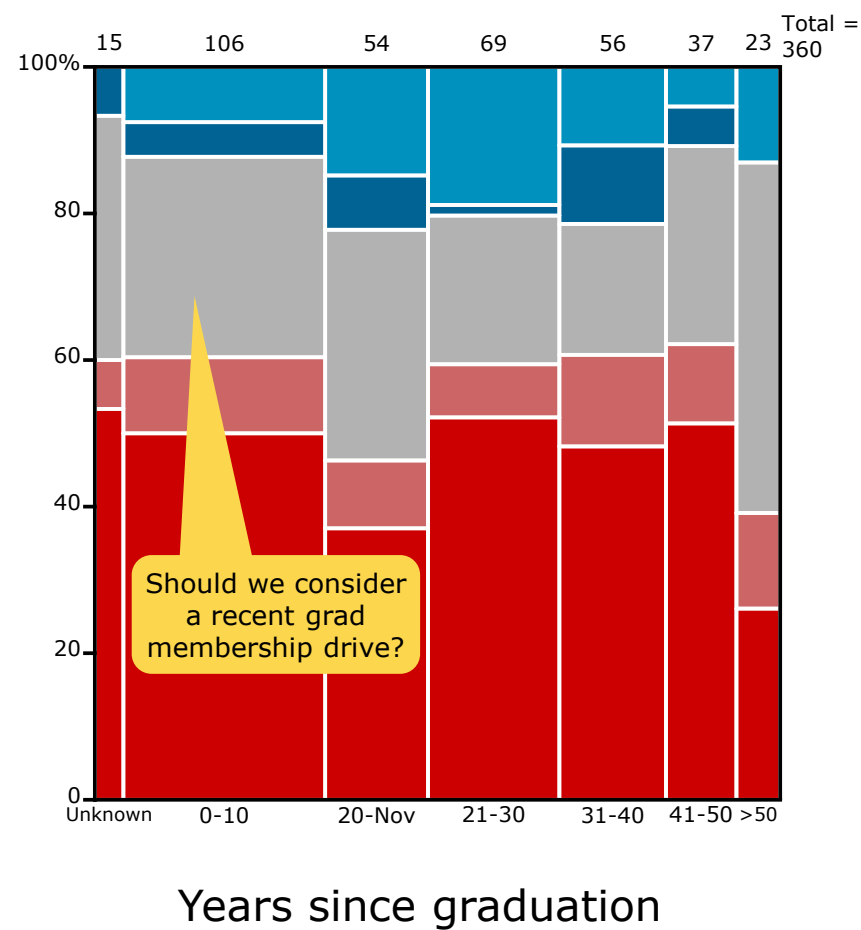
# **HCUK members survey results**

December 2<sup>nd</sup> 2016

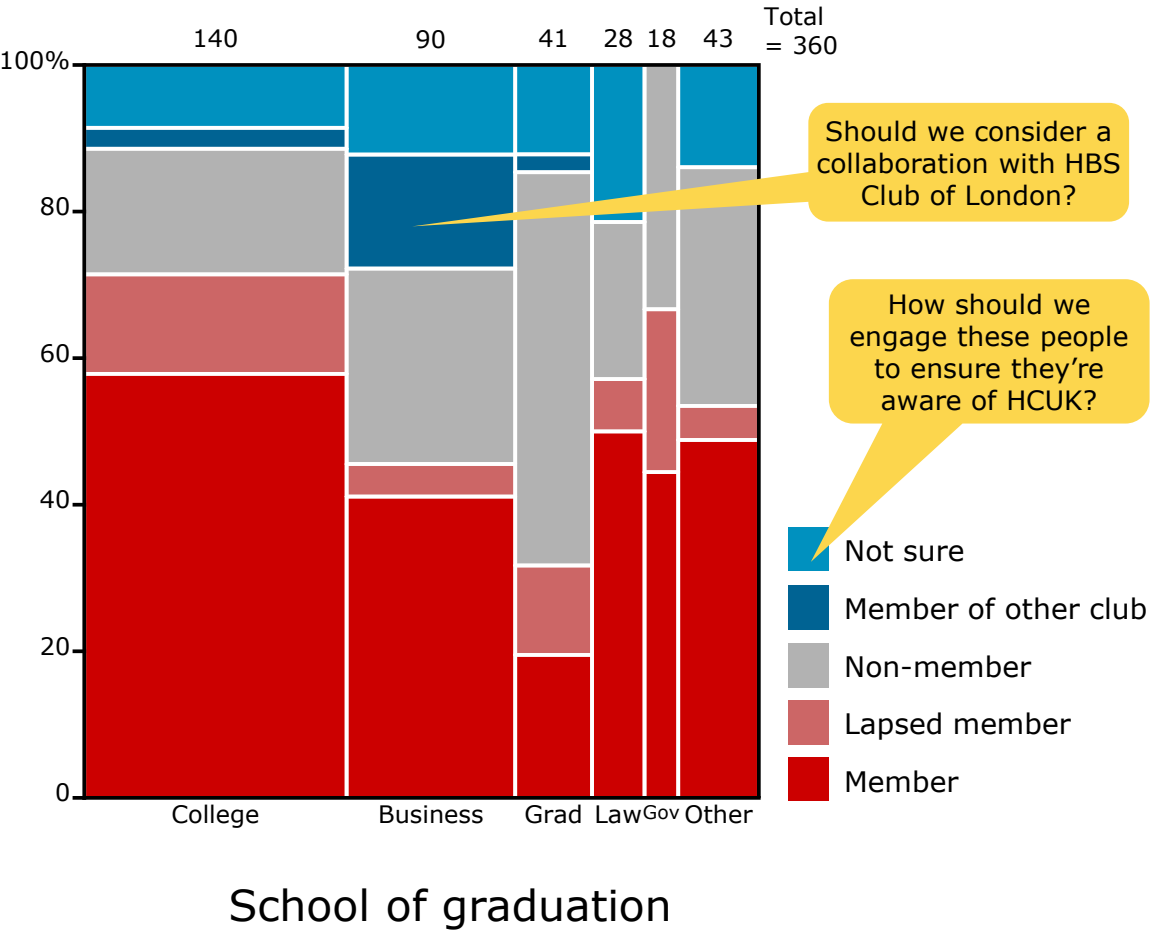
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# HCUK membership levels currently vary significantly by age and school

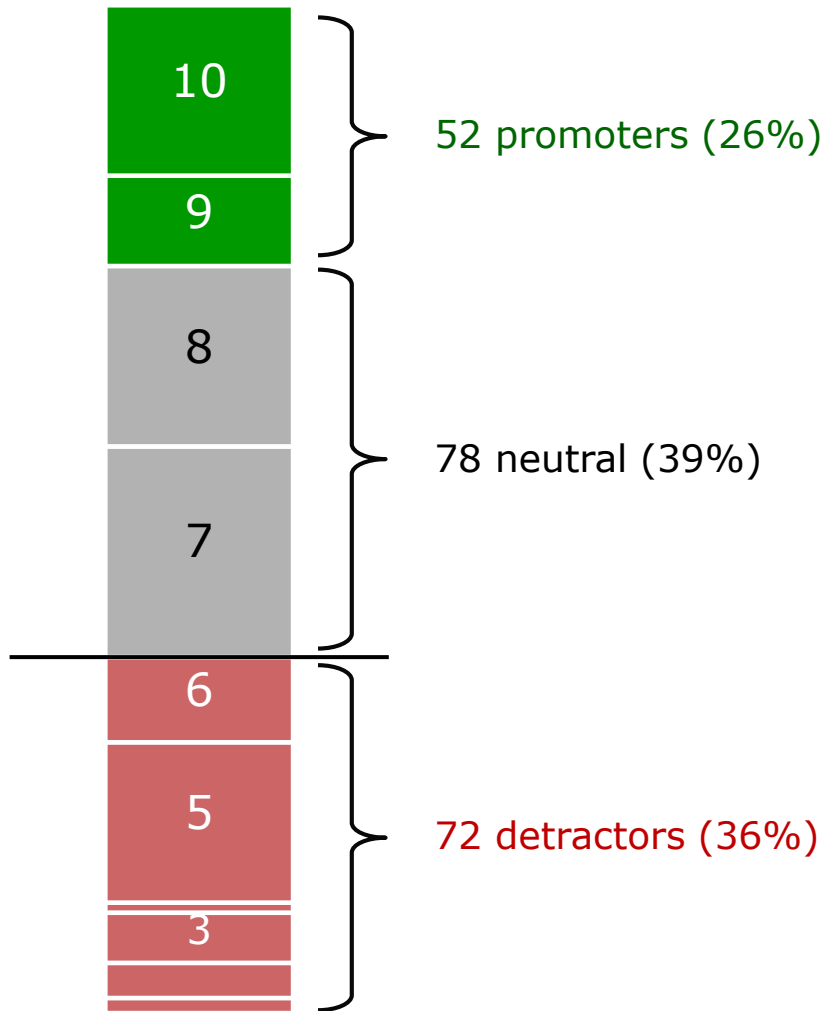
All UK Harvard grads



All UK Harvard grads



# Views on HCUK are mixed across the full population of Harvard grads in the UK



Net promoter score **NPS = -10%**

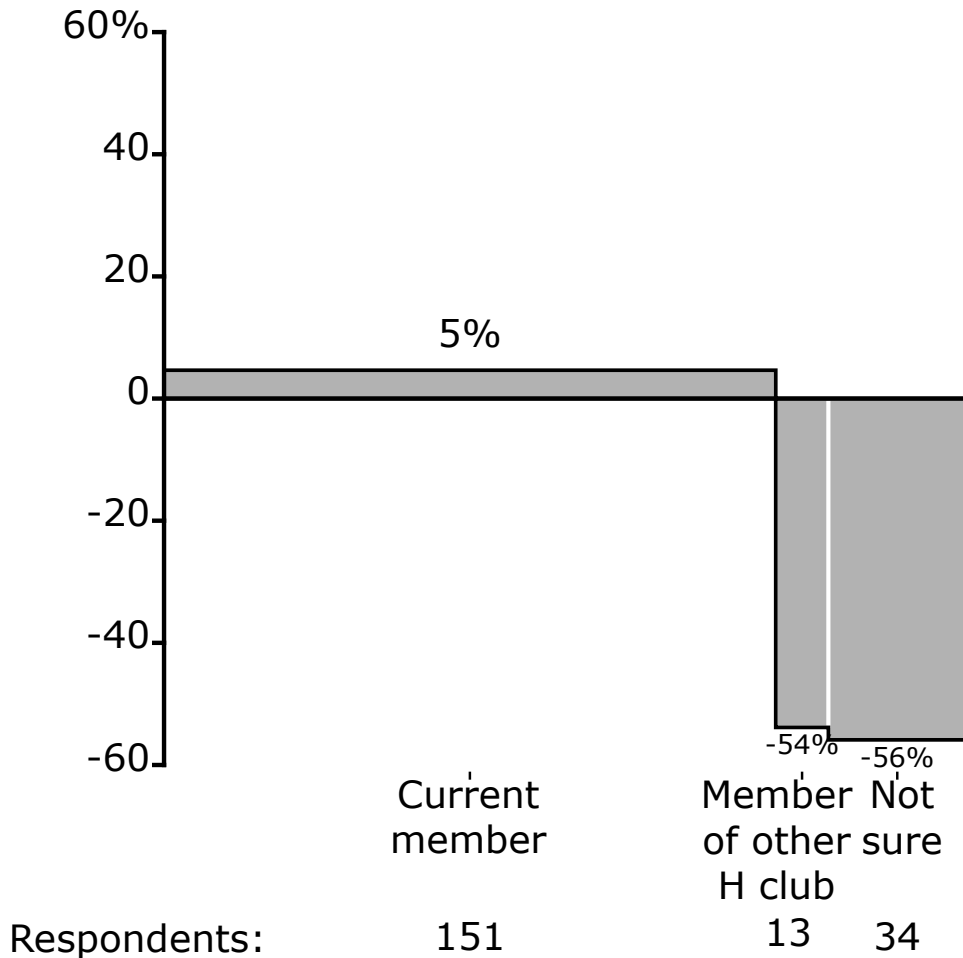
- It has been a superb Club throughout the past 100 years with never an exception I imagine
- It's awesome ;-)
- Thank you very much for all your hard work
- Lots of the events sound great and appreciate that the volunteers are working so hard
- Verity is doing a fantastic job! Club is very active and provides a very good range of activities and events!
- You're doing great! I like hearing from current faculty and our fab alumni; more good content please
- It's a great club
- President is doing a great job, supported by an excellent team
- Keep up the good work
- Useful club, useful perks, reasonable fees
- Great events, great activities
- Very active club
- It's excellent in many most impressive aspects
- Excellent networking, good events, value for money
- The meetings are invariably of high value
- Great events and opportunities
- Good network, nice people
- Great way to connect with other Harvard graduates living in the UK

- A pretty good club, although not all activities feel relevant to me
- I haven't been able to make it to many events. I don't know how much value there really is in being a member.
- It is good to have access to interesting information and people
- I think it is a good idea, but I have not experienced its benefits myself and I am not even sure if I have been a member.
- More geared towards graduates of the College, rather than graduate schools
- Nice to be loyal but don't really do much with the club

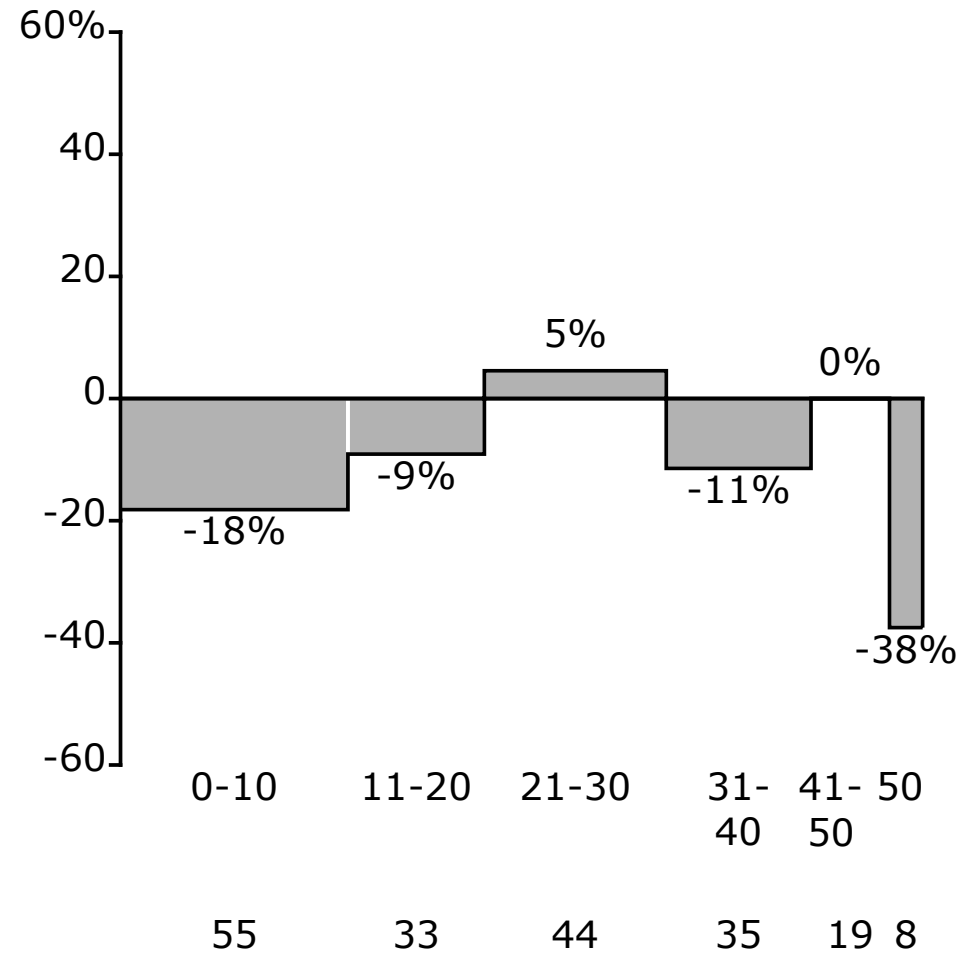
- Not clear on benefits
- Not sure of the benefits
- What is the value?
- Personally don't get the value
- Too business oriented
- Not sure what the clear benefits are. Would be nice to have a club house - I would certainly be willing to pay quite a lot for this
- Not sure what it does

# HCUK's NPS also varies significantly across populations (1 of 2)

## BY MEMBERSHIP STATUS



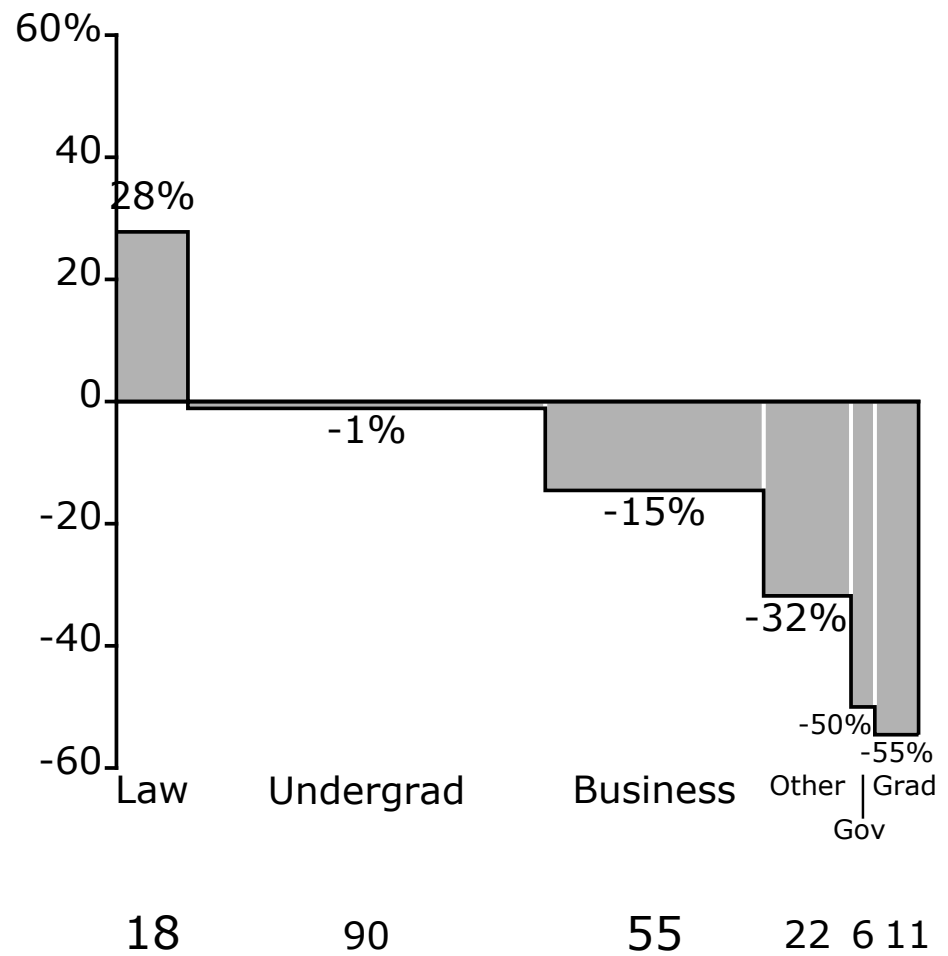
## BY YEARS SINCE GRADUATION



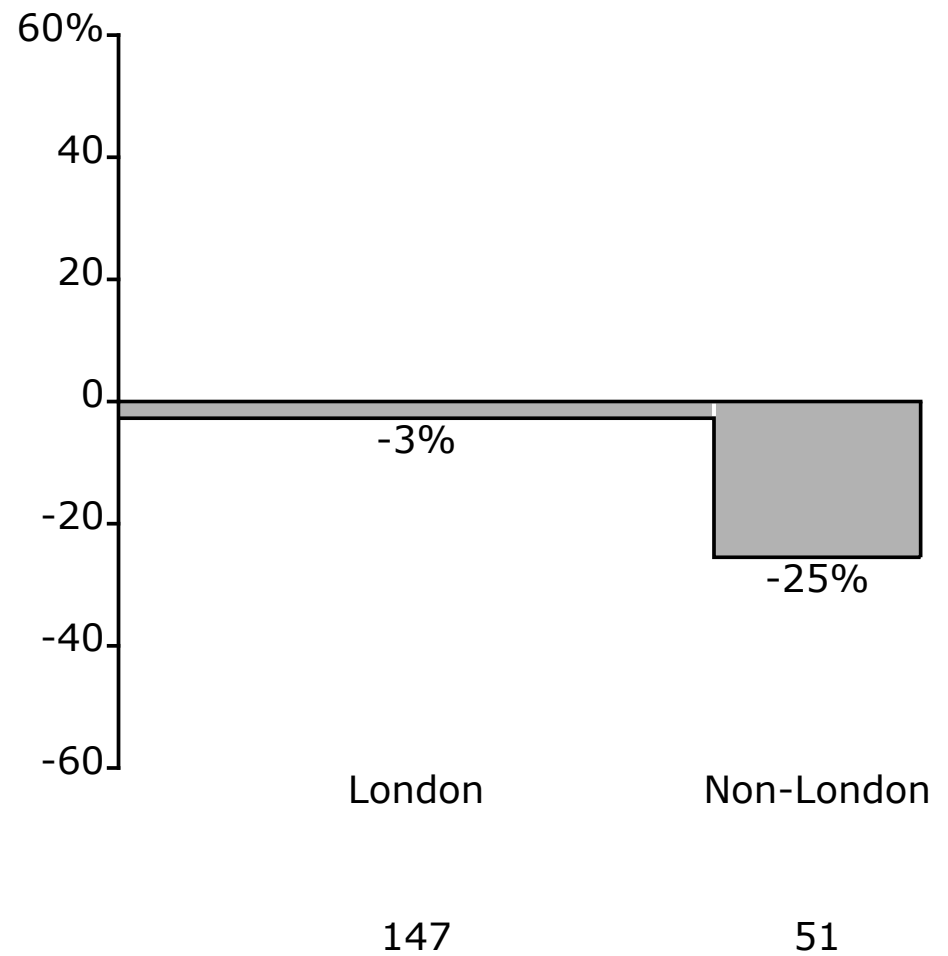
# HCUK's NPS also varies significantly across populations

(2 of 2)

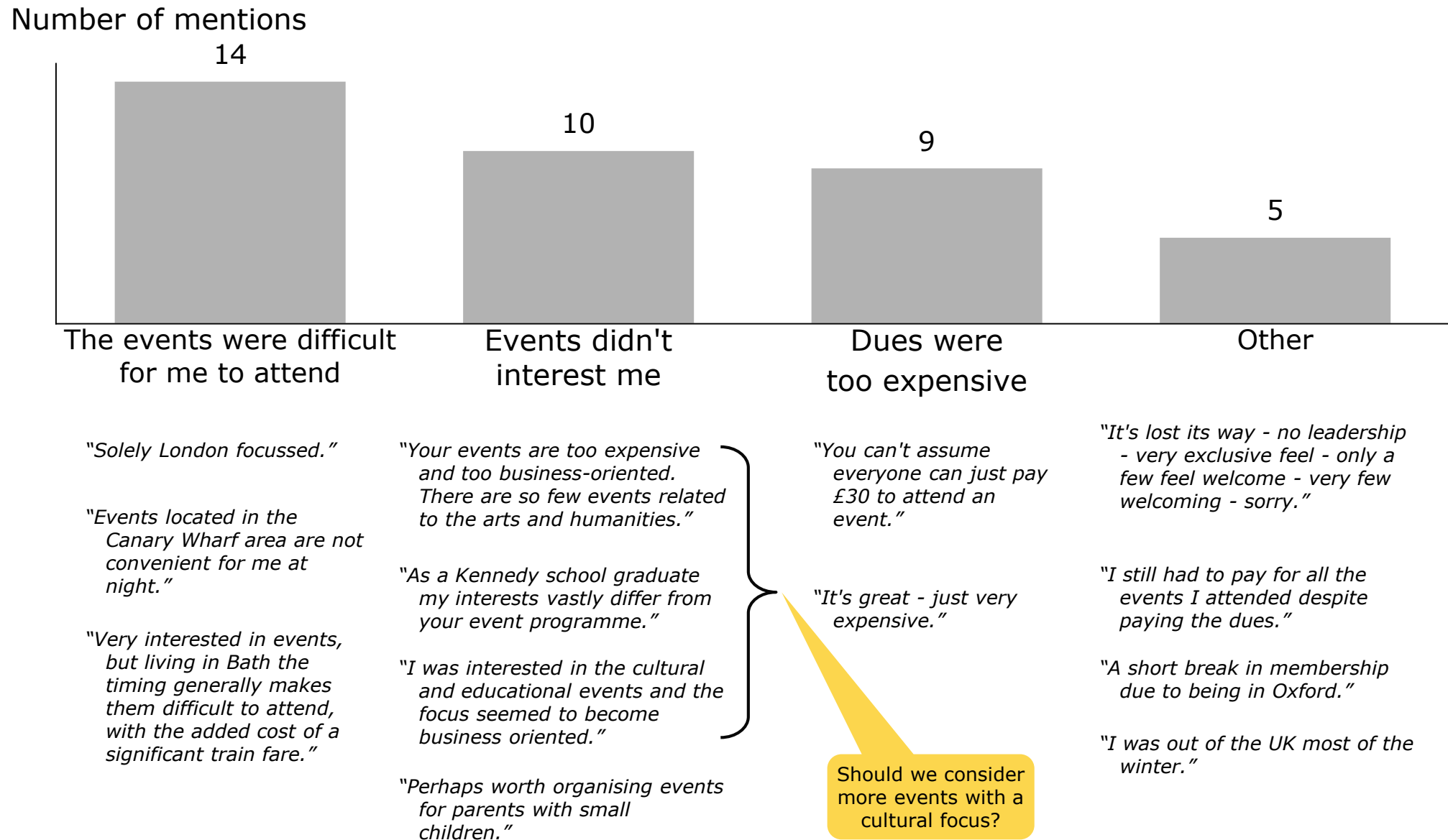
BY SCHOOL



BY LOCATION

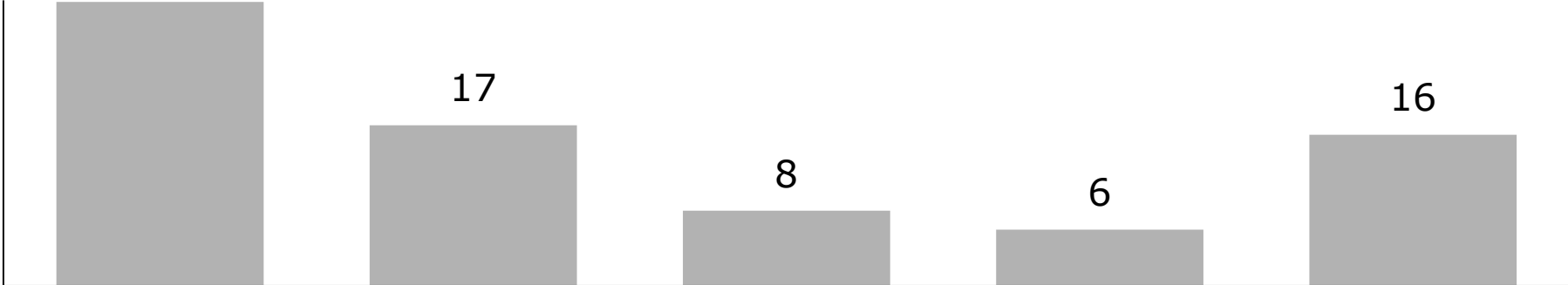


# Lapsed members have left the club for a variety of reasons



# Similarly, non-members cite a variety of reasons for why they're not interested in joining

Number of mentions



Events would be difficult to attend

- "Why is everything in London?"*
- "It seems there are not many alums in Glasgow."*
- "I find your programs very interesting, but unfortunately living in Scotland I rarely travel to London."*
- "I have small children and getting into London is tricky."*
- "London-centric."*
- "Events too far away."*

Dues are too expensive

- "Both dues and events are very pricey for students."*
- "Financial considerations."*

Events don't interest me

- "I find the programme you put on very boring."*
- "Most of the activities seem addressed to younger graduates who are working in the business community."*
- "I've attended one or two events, pleasant but very much for people younger than myself."*
- "Lots of the events seem to be aimed at former College students."*

Just not interested

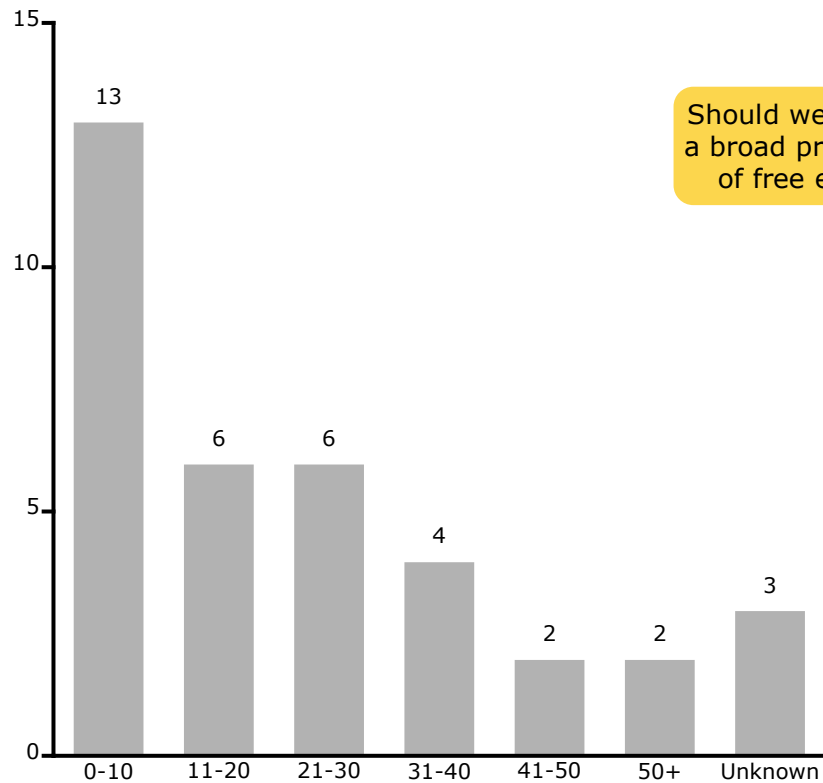
- "I might be interested in joining when I have more time available."*
- "The club seems very oriented toward graduates of the college rather than other schools."*
- "I quite enjoy getting the emails and some of the events interest me, but my life is so busy with family and children that at this point I have very little time."*

Other

- "Moving back to the US next year." (x2)*
- "Didn't know about young members option."*
- "I am too disabled to attend anything."*
- "I am interested but physically disabled."*
- "Never found the time."*
- "Location isn't convenient, seems conservative."*
- "At 91 I'm not enthusiastic about travel; (energy levels!)."*

# Price sensitivity is unsurprisingly highest amongst recent grads

## # OF COMMENTS ABOUT PRICE



Years since graduation

Should we consider a broad programme of free events?

## EXAMPLE COMMENTARY

### Events:

- Make some of the events more accessible to recent graduates (often still students!) by offering larger discounts on the full ticket price
- More events such as lectures should be free
- Please provide some free events or informal meet ups
- Events planned by HCUK are generally too expensive
- Events are too expensive, and don't provide good value
- Can you make the events much cheaper if you don't eat and drink at them also?
- Lot of activities are expensive. Not all of them are relevant to law, banking or consultancy.

Could we provide even greater transparency?

### Membership fees:

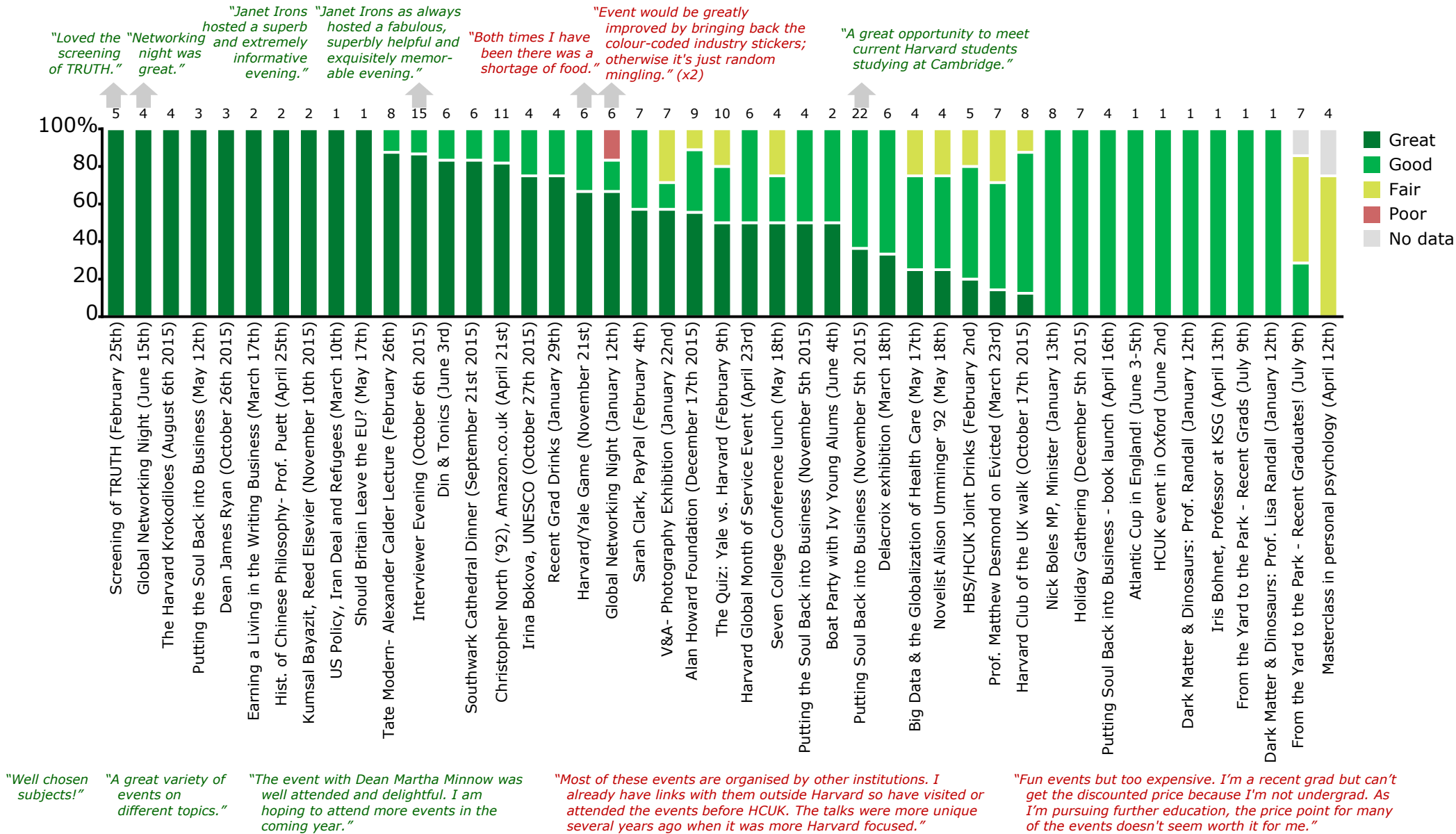
- Can you have any membership joining promotions e.g. join for the first year for free; get six months free; etc?
- I do not feel it is value for money. I question where the membership fees go, having seen the annual finance reports and yet still being required to pay for events
- Personally can't afford the subscription
- Would be good if membership in HBS allowed membership in the Harvard Club. Ridiculous to pay twice!
- The £50 is too high for pensioners (such as me)



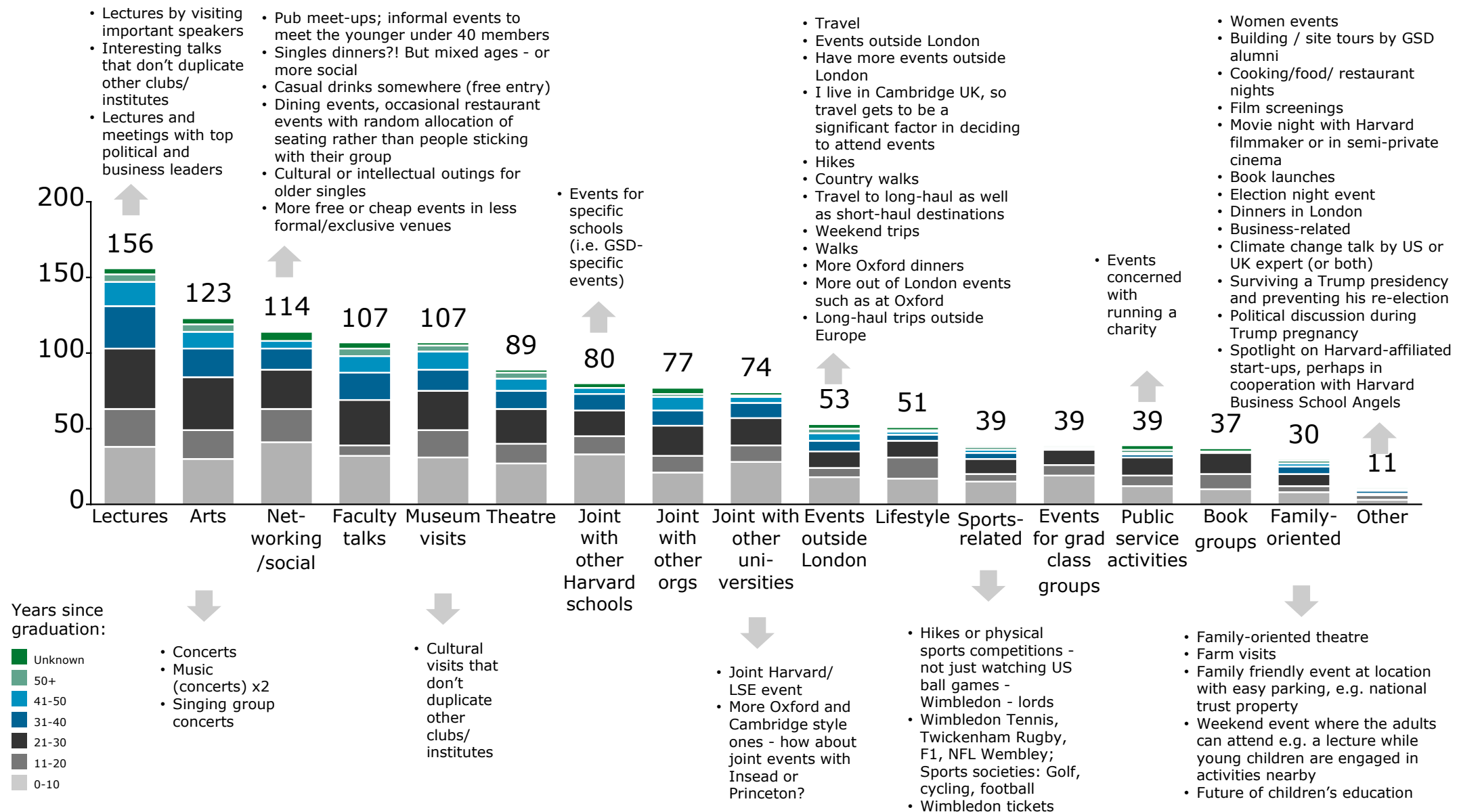
# Those who mention geography as a constraint are distributed, although with a couple of clusters



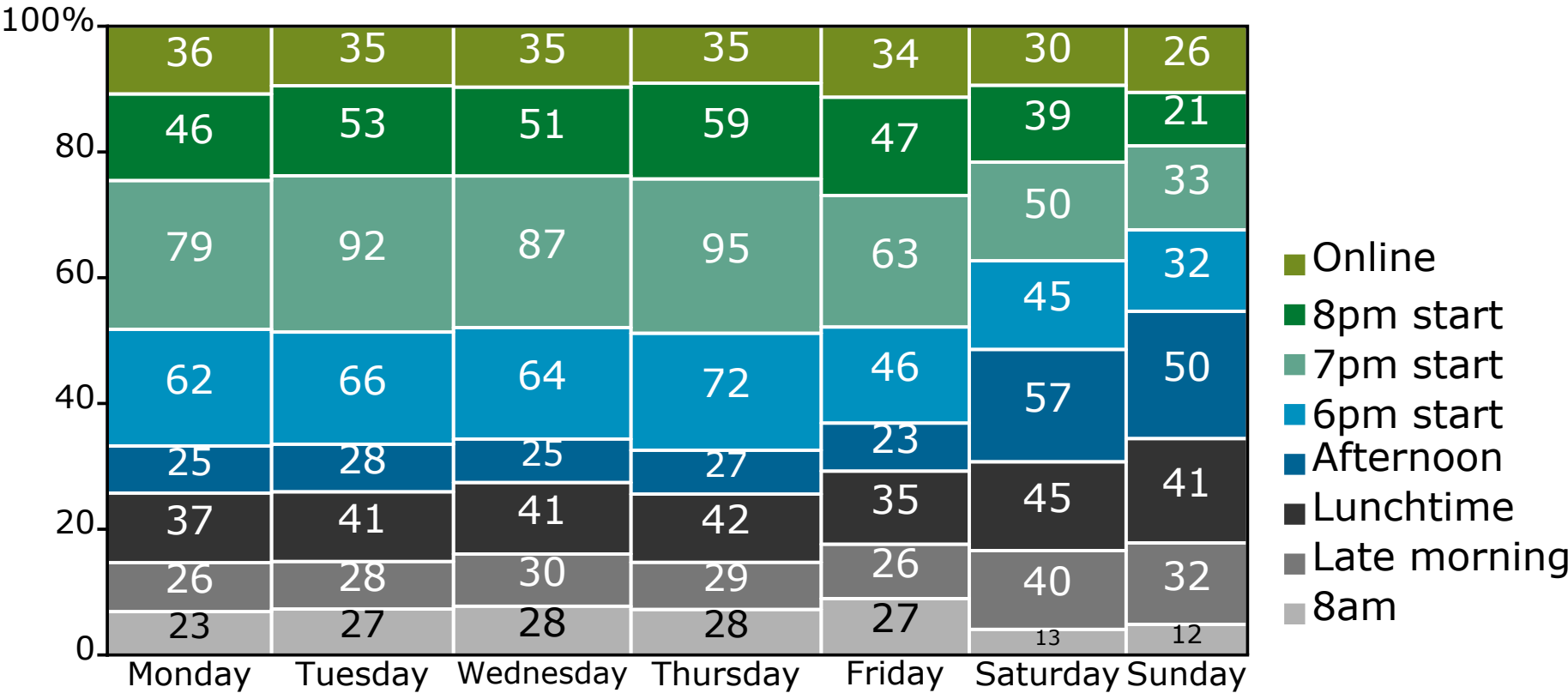
# Current members: Feedback on past events has been very positive



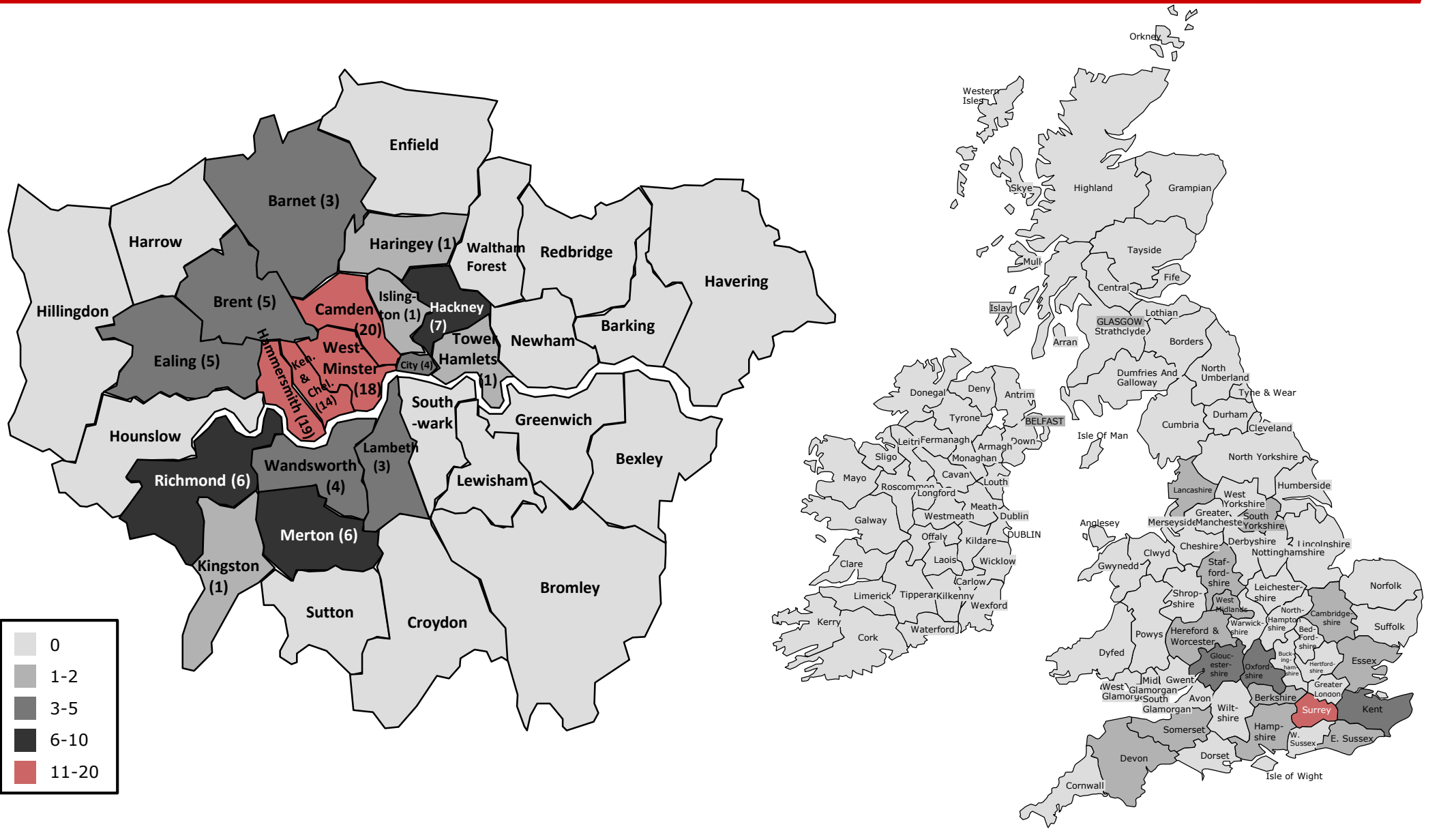
# Current members: The types of future events members would be interested in are quite diverse



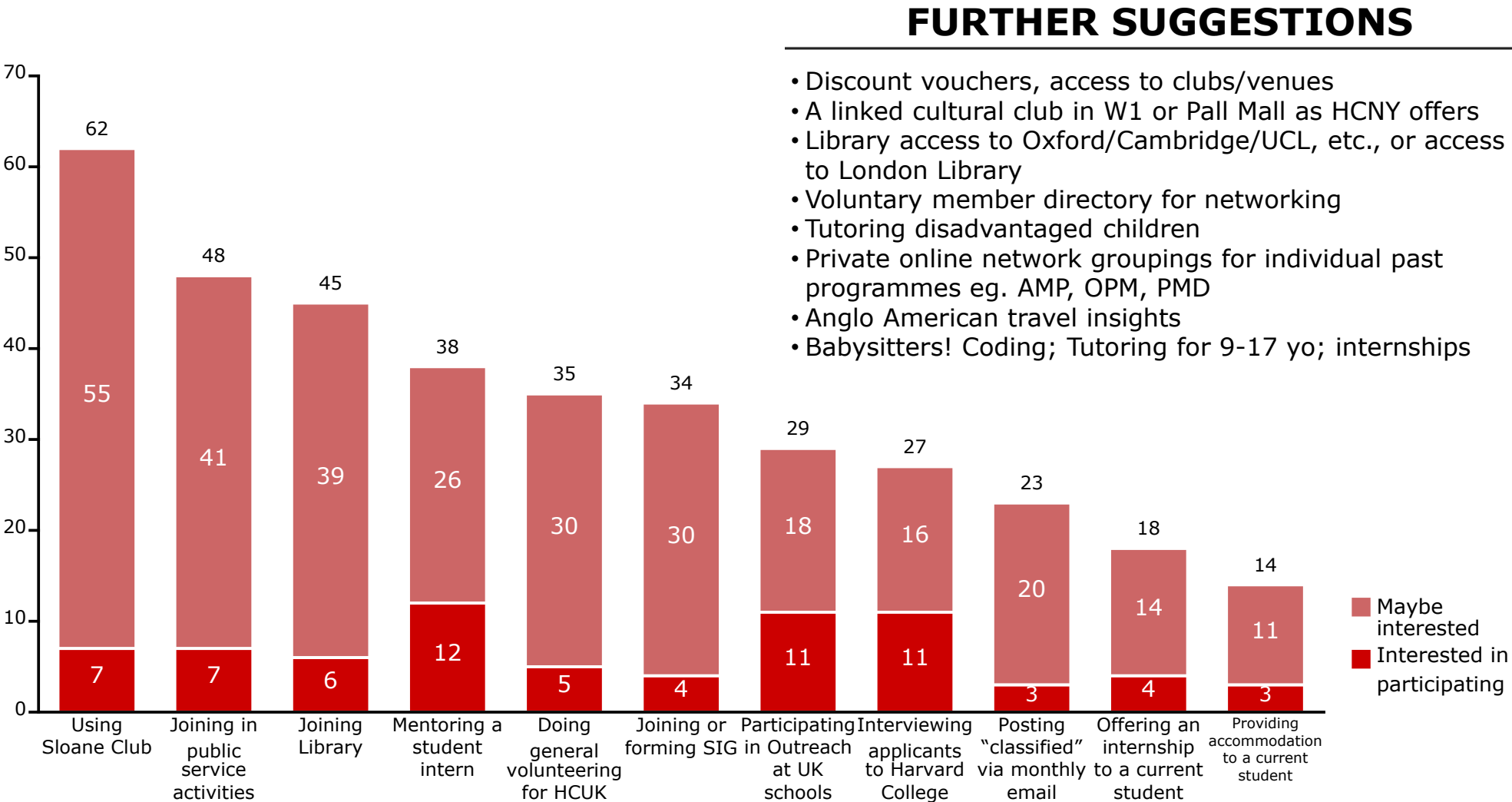
# Current members: The most requested timing for events is 7pm on Thursday, but a wide range



# Current members: In terms of event locations, current members are primarily located in central London

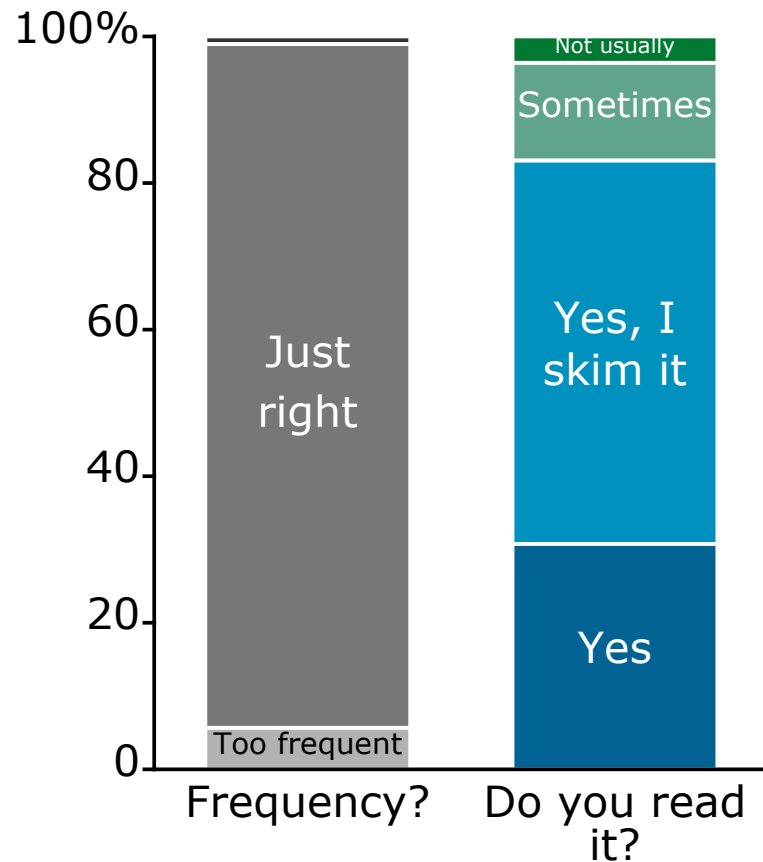


# Current members: Members expressed interest in the following additional activities



# Current members: The newsletter is appreciated by some but not all

## NEWSLETTER VIEWS



## COMMENTARY

*"Good, an admirable range of activities and opportunities."*

*"Quite good."*

*"It's excellent thank you."*

*"Online is fine."*

*"I like and enjoy it enormously thank you."*

*"It's very good and indicates how active the Club is."*

*"New look is great!"*

*"Read it when I get it; I get the sense it is often for those recently graduated in their 20s/ or retirees and not much in between. Be great to get more of the in between!"*

*"I am quite unaware of its existence, and if I see it, the hearty emphasis on networking passes me by and the dominance of events in the City ditto."*

*"A new format to highlight events and use more images and web links would be helpful. Is there an HCUK website or blog?"*

*"I seem to get a lot more email from Harvard than just those you mention, e.g. HBS, and then there's some Harvard student sponsorship foundation or etc. Sometimes I just end up ignoring all of them, because they're not well enough differentiated, from/subject lines aren't clear enough about what it is and why I'm getting it, etc. Unfortunately that's not something that can be solved unless you all worked together, but not likely/easy."*



# Current members: Miscellaneous additional comments

- There could be greater interaction relationship between HCUK and **other Harvard clubs** such as the HBS Club of London, HKS London etc. At present HCUK is not an umbrella for all of these, but perhaps if it were there could be a greater sense of one university rather than different silos, with HCUK essentially being the Harvard College Alumni club.
- **More culture**, less commerce
- Would be helpful to have a **better website or blog** with more resources for UK members. Have tried to volunteer and suggest events in the past and had limited response. Who are the HCUK representatives and how do we get in touch with them? How do we suggest or host events?
- I miss the former **Radcliffe externship program**
- I find it a bit US orientated - which is fine of course - I am a big fan of the US and Harvard, but we are (sort of) in Europe and it would be nice to encourage **non-American Harvard alumni** to join up. When I go to events, it is all Americans in London meeting up, which is a bit off-putting. I appreciate that may be the make up of the membership in which case, it is more accurately Harvard Club for Americans in UK which is equally fine and maybe that is its real purpose.
- Why the collaboration with **How To Academy?** This is not something I am interested in but seems to have taken over the monthly mailings. It is a level of advertisement I am not comfortable with - I feel like I am being spammed. I would be interested to know how and why the HCUK developed this relationship with the How To Academy (Which also happens to be a London-only company. Again, not serving the club of the UK promise).
- I oppose the HCUK branding; it is a **club of London**, regardless of if it provides application advice to all UK students. Being a paid member is only beneficial if you live in the Greater London area. I also do not think the club does enough to keep alumni connected to the wider university. Further, I feel that it does not do sufficient to engage with students from **state schools** and those in less affluent areas
- Very **US orientated**. Can you encourage UK graduates to get involved - there are lots!
- Think HCUK is mainly for **recent arrivals** and short-term residents. I am a long-term resident.
- Would be happy to help with interviews, book awards, etc. just **without paying member dues**

Should we publicise our outreach efforts more?

Should we decouple?



# Further detailed commentary

## PROMOTERS

### Events

- Interesting events (x8)
- Great contacts and events
- Great events (x2)
- Good events (x3)
- Good range of events (x4)
- Quality of events
- Events always look so interesting!
- A lot of good events to choose from
- Variety of events
- Excellent events
- Fun social events such as the Houses of Parliament
- Because of the interesting talks they organize
- Organises pleasant gatherings
- Great variety of events
- If in London, lots of events that are easily accessible and very interesting
- Interesting programs and Harvard-related speakers
- Well organised events
- Stay connected with Harvard events in the UK
- Good events being organized, see friends
- The events in fancy places, the walking tours, the 4-day organized vacations.
- Interesting range of activities offered
- Interesting programs
- Occasional interesting events
- Keep up to date and attend some fun events, though some can be expensive if studying
- Interesting topics and privileged access
- I really enjoyed the events; range is quite broad, attracting different kinds of people
- Good programmes and people
- Social group; interesting gatherings
- Continuing business education; thought-provoking subject matter
- Range of activities
- Many activities and events which should appeal to the diverse Harvard grad community
- Access to a variety of interesting and topical events
- Opportunities to meet and exchange views with other graduates and often interesting guests

## DETRACTORS

Different demographics:

- I haven't been involved and think it suits younger members better
- People my age all have small children and there are no events for people with kids. All the evening and weekend events are not suitable for people with small children
- I think that too many of the events are skewed towards affluent middle aged members.
- Majority of activities youth, financial and legally oriented, with the cultural activities tending to be "entry level". Some of us have other interests/expertise
- Not sure whether the club suits the younger graduates

More events:

- Unless I am missing emails, there doesn't seem to be much going on
- Not really enough interesting events
- Not enough free/casual community-building events on offer in London. Too many paid "networking" events that feel very instrumental and are good for people looking for a job, professional contacts, etc. but not really for those just looking to connect with interesting people and forging new friendships
- I would rate it higher if the events were more relevant to the university and not social events that in effect could be arranged by another club
- Some of the events appeal, some don't. Many are scheduled at times my schedule won't permit me to attend
- Could do with a few more events!
- Activities are not that interesting nor diverse, although it is still good to attend 1-2 events a year to remain connected
- Could do better inviting interesting speakers

# Commentary (continued)

## PROMOTERS

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### Networking

- Wonderful networking opportunities
- Networking (x3)
- It's a good network
- Good networking
- Networking and sharing ideas
- Good networking
- Meeting people
- Good place to meet people
- Great resource for social events and networking with other US alumni
- Ways to connect with other alumni
- Good to meet people
- Interesting activities and social networking opportunities
- Excellent networking with Harvard colleagues
- Great networking opportunities with other Harvard grads
- Connections

### Community

- Community
- Nice community
- Nice link to the past
- Great way to stay informed about Harvard and participate in events
- To keep in touch with Harvard
- Solidarity with the Harvard community
- It's a way to connect with the community
- I like giving back to the school and feeling connected
- It is valuable to stay connected with Harvard
- Wonderful volunteer opportunities; a way to stay involved and connected
- Outreach efforts
- Being part of the community is important
- Staying in touch
- Good regular communications, like to be part of network
- Good to stay connected with the Harvard community
- Getting involved with interviewing
- We need to stick together, it helps everyone and it's fun
- A way to stay in touch with the Harvard community in the UK
- It's the best way of meeting other Harvard graduates and keeping in touch with developments at the University
- Good way to keep up with fellow alums in the area and the College more generally
- Stay connected to HBS
- Interesting people
- Friendly membership

# Commentary (continued)

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## PROMOTERS

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### Value for money

- Cheap and no harm in it
- Best bargain in the world
- Inexpensive

### Other

- Prerequisite to being an alumni admissions interviewer
- Getting the magazine, other benefits club access)
- Access to Sloane club
- Affiliation with Sloane Club helpful
- Subscription to Harvard Magazine (not sure if this is still the case)
- Harvard magazine
- Some charitable purposes
- A good cause

# Geographic distribution of all respondents

