

**HAA Data Insights & Strategic Marketing Committee**

**“Strategic Marketing” Matrix**

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| ***Targets:*** | **Gender\*** | **Age\*** | **School** |
| **Insights** | -Women demonstrate an uneven participation rate by age, and overall participation rate is lower than for men | -Women 35-44 have lowest participation rate | -Joint events/initiatives with other alumni focusing on fields and industry  -GSAS alumni (outside of HMS) are least connected to Harvard |
| **Opportunities** | -Redefine engagement to encompass low time-commitment activities (e.g., reading a newsletter) as opposed to just in-person events  - Recruit for leadership positions and demonstrate they are the ‘face’ of the Club/SIG | -Get an understanding of needs of this cohort and develop offerings/events to meet them  -Personal invitation to projects/initiatives where a member’s experience and qualifications are essential | -Examine if activities/events based on industry may appeal to GSAS or PhD alumni; consider how pricing might impact attendance  -Examine if SIGs or reps from graduate schools may have role to connect with GSAS alumni of respective school around common interest/professional focus |
| **Messages** | -You can be an engaged member and benefit from membership without a significant time commitment | -Your Club/SIG offers engagement opportunities that fit your lifestyle and needs | -Your Club/SIG is a great resource for building friendships and getting to know people in other lines of work  -”One Harvard” means that graduates of all schools are welcome at Clubs and SIGs  - Your local Club is your ‘connection to Harvard’. A way to feel “back at Harvard” (ties to university/locale; not school, as attachment) |
| **Channels** | -Email, snail mail, video, social  -Personal letter from President once per year  -Word of mouth from alumni of the same school | -Email, snail mail, video, social  -Personal letter from President once per year  -Word of mouth from alumni of the same school | -Email, events from relevant graduate school reps or SIGs with related industry focus/expertise  -Word of mouth from alumni of the same school |

\* Note that your Club/SIG might find it useful to combine Gender and Age into a new segment such as Life Situation