

# HAA International Leadership Workshop



# DIGITAL STRATEGIES

**Facilitated by André Du Sault**  
Harvard Club of Quebec, and  
HAA Director for Clubs & Shared Interest Groups, Canada



## Panelists:



**Regina Ryan**  
Harvard Alumni Entrepreneurs SIG

11Km



**Sajida Shroff**  
Harvard Alumni for Global  
Women's Empowerment SIG,  
Harvard Club of the UAE

2Km

# AMSTERDAM – HAA LEADERSHIP CONFERENCE

## Introduction by André Du Sault

### Trends & New CSF

#### 1. Baby Boomers vs Millennials

New engagement formula

#### 2. \$\$= fees to sponsorship

Events+Leaders+Participation+Newness+Promotion

#### 3. Clubs vs newspapers model

Technologies to push

Smart newsletters

Emails to podcasts

#### 4. Minimum club size?

Mission, role, directors' availability

Next step?



### Opportunities & examples

Goal: Community Engagement

Connecting technology with mission

Digital Strategies in Communication:

Membership mapping (3)

Smart data bases (individual touch)

Website & digital campaign

Hassle-free registration / payment

Mobility platforms & apps

Newsletters

Club/SIG examples

Harvard Alumni Entrepreneurs SIG

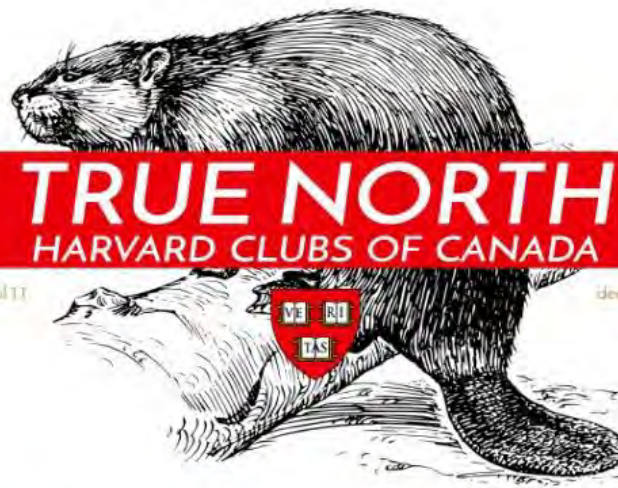
Harvard Club of the UAE

Harvard Alumni for Global Women's Empowerment SIG



HAA International Leadership Workshop





# TRUE NORTH HARVARD CLUBS OF CANADA

newsletter Vol 11

december, 2018



**OTTAWA** - The HCO hosted last September Courtney Bowman, director of privacy and civil liberties engineering at Palantir, a high tech company in AI with a market cap of \$15 B. Courtney was an outstanding speaker circumscribing the limits of artificial intelligence.



**OTTAWA** - The HCO joined forces with the Ottawa Riverkeeper for a shoreline clean-up of the Ottawa River just in October. Katie Shafley and Meghan Sullivan were leading volunteers.



**OTTAWA** - HC of Ottawa president Margaret Huber meets Han-Ru Zhou, HC of Quebec president, at the opening of Jinny Yu exhibition in Montreal.



**QUEBEC** - The HCO hosted a panel with Harvard Professor Robert Lawrence and Mexican Ambassador to Canada Dionisio Pérez-Jácome, to discuss the trade talks between the 3 amigos, last April amidst much uncertainty.



**QUÉBEC** - Sugar shack outings remain popular in Quebec, Marc Novakoff leading the crowd last April.



**QUÉBEC** - The HCO met with Maestro Yannick Nézet-Séguin, lead conductor at the Montreal Metropolitan Orchestra and the New York Opera Orchestra, for cocktail and concert.



**VANCOUVER** - Harvard Professor Richard Cooper was a keynote speaker at HCV and delivered an outstanding lecture on China Past & Future Grow.



**VANCOUVER** - The HCV and Noah Bloom hosted Avni Patel Thompson at their popular Harvard in Vancouver tech series.



**TORONTO** - The Harvard Club of Toronto invited Dr. Alan Bernstein, CEO of CIFAR, located in the Mars complex. CIFAR leads novel and ground breaking science research projects of international impact. CIFAR was the lead creator of the Canadian artificial intelligence strategy.



**TORONTO** - Ann Elisabeth Samson, HCT president and Nancy Coombs, club director, gracefully thanked Dr. Bernstein.

## CONTACT

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## HAA International Leadership Workshop





Regina Ryan, President



**Harvard Alumni**  
ENTREPRENEURS

**HAA International Meeting - Digital Strategies**

LEARN. LEAD. INNOVATE.

Regina Ryan, President

## HARVARD ALUMNI ENTREPRENEURS



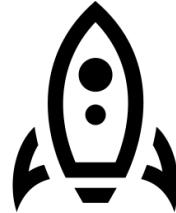
**12**

chapters  
**5** countries  
**1** region



**10,600**

community  
**73** countries



**53**

% founders/  
c-suite execs



**7,712**

attendees  
@ **137** events



**327**

panelist



**30**

collaborators



**125**

volunteers  
worldwide

### DIGITAL MISSION

Access/Help *"On Demand"*

### WE HAVE A BIG VISION

To be the place where...  
ideas, opportunities,  
networking, collaboration  
and investment happens

*- at a global level -*

for Harvard's alumni  
entrepreneur community.

\*Jan '15-Oct '19

A decorative graphic at the top of the slide featuring a blue background with a network of white dots connected by thin white lines, resembling a molecular or digital structure.

## CONNECT ALUMNI, ADVICE, IDEATION, RESOURCES AND FUNDING

### Live

- \* Chapter Networking + Events
- \* University-wide Events
- \* HAE National Events
- \* HAE Co-workingSpace
- \* Event collaborations

### Digital

- \* Revamped website
- \* Virtual events, webinars, conference calls, etc.
- \* HAE Connect - mentoring + networking platform
  - Entrepreneurs-in-Residence/Legal Advisors
  - Moderated “vertical” discussion groups
- \* eNews, social media
- \* Internal communication, project management, Onboarding...
- \* CRM enabled backend
- \* Virtual Chapters





## RELEVANT CONTENT, PROGRAMMING, ENGAGEMENT, RESOURCES

- ***Updated website*** Individual Chapter pages
- ***HAEConnect*** Online networking, mentoring, vertical discussion groups, events, jobs, feed, automated eNews, messaging, search, app
- ***Communication*** eNews: Global 2x month, Chapter varies/as needed. Slack, Internal communications, Trello, Project management
- ***Meetings*** Zoom - Internal meetings, trainings, onboarding; webinars, conference calls
- ***Backend*** Salesforce + suite of integrated tools: Memberspace, vertical response, google forms
- ***Social Media*** FB, LinkedIn, Twitter, Instagram
- ***Tools*** Ribbet, Google forms
- ***Digital Emissaries*** Peer-to-Peer, Entrepreneurs-in-Residence, program moderators, board-level committee





## Going Digital: HAE Connect

PEER-TO-PEER MENTORING AND NETWORKING PLATFORM FOR IDEAS, ADVICE, EXPERTISE

The screenshot displays the HAE Connect web application interface. At the top left is the Harvard Alumni Entrepreneurs logo. The top right features a user profile icon and a notification bell. A large banner with the text "HAE Connect" is positioned below the header. On the left side, a navigation menu includes links for Feed, Directory, Mentoring, Jobs, Groups, and Events, along with contact information and legal links. The main content area shows a post by Regina Ryan, Co-President of Harvard Alumni Entrepreneurs, with a "Welcome to HAE Connect!!" message and a "Welcome" image. On the right, a "Recent jobs" section lists five job opportunities from 17TeraWatts and AIFUND, including roles like Full-stack Javascript Engineer, Customer Success, and Director of Operations. A "VIEW JOBS" link is at the bottom of this section.

**Harvard Alumni ENTREPRENEURS**

**HAE Connect**

**Feed**

**Directory**

**Mentoring**

**Jobs**

**Groups**

**Events**

Contact: Harvard Alumni Entrepreneurs

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Say hello, ask for help, or just post what's new on your mind

**Regina Ryan**  
Co-President, Harvard Alumni Entrepreneurs  
March 12, 2019, 04:50 PM

Welcome to HAE Connect!!

**Welcome**

**5 NEW**

**Recent jobs**

**Full-stack Javascript Engineer wanting to make an impact in solar**  
17TeraWatts

**Customer Success - Make an impact in solar**  
17TeraWatts

**Director of Operations**  
AI Fund

**CEO**  
AI Fund

**VIEW JOBS**

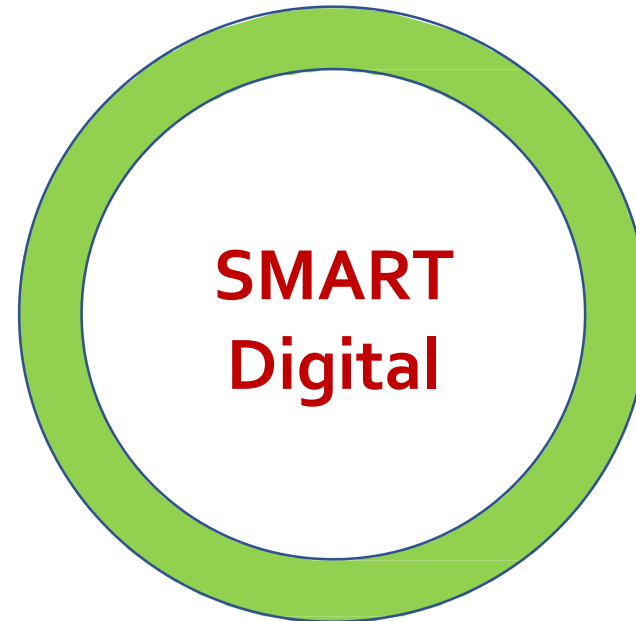
DEFINEYOURGOALS

1. Facilitate Communication
2. Automate Transactions
3. Raise Engagement
4. Build a Network of Champions
5. Affordable



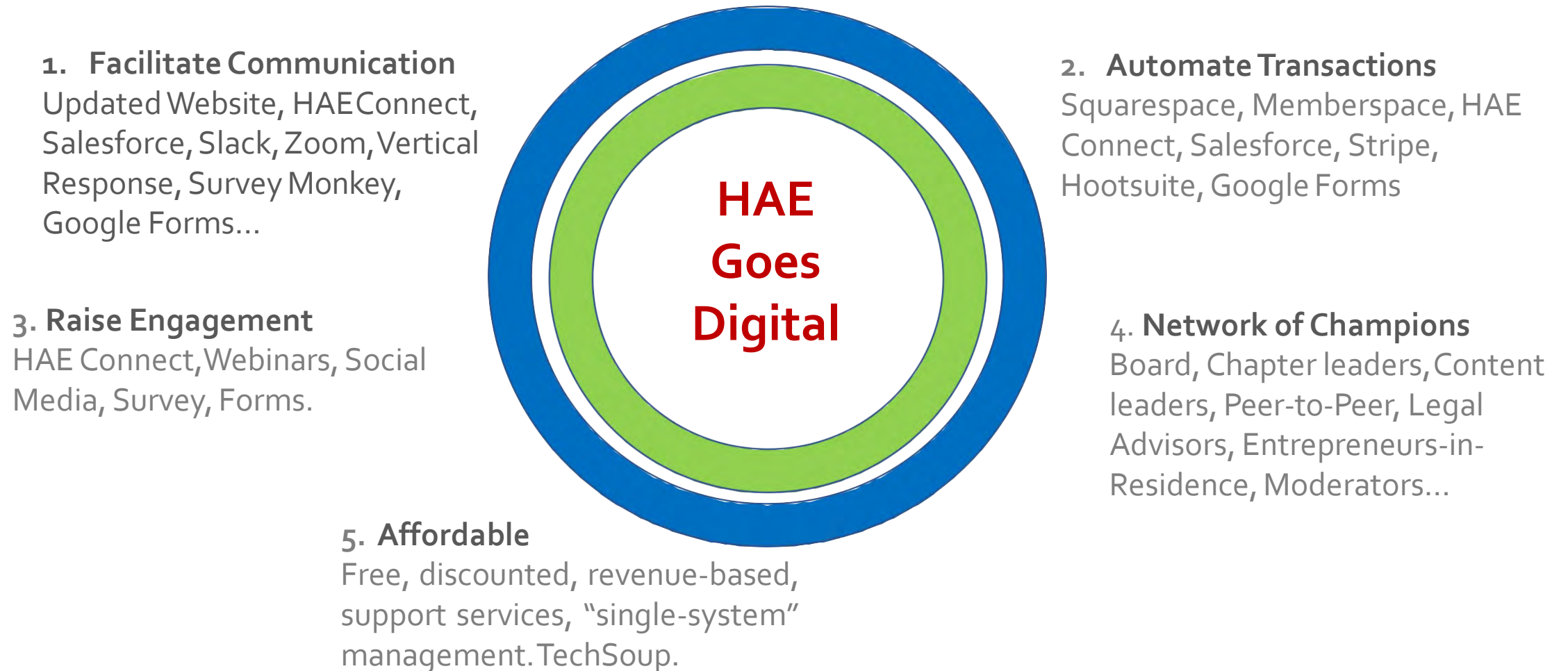
### BE SMART ABOUT DIGITAL

1. Be Specific
2. Measurable/Manageable
3. Achievable
4. Realistic/Relevant
5. Time Bound

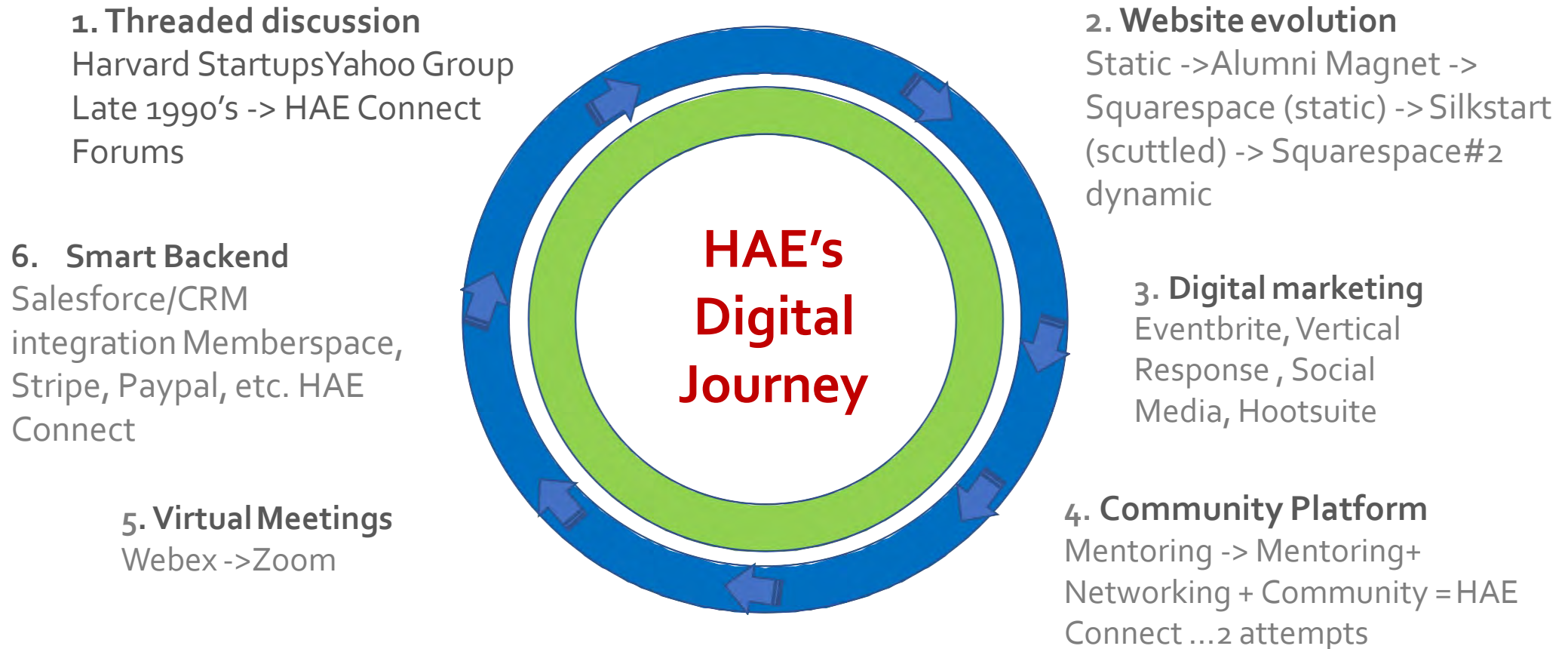




### MATCHING THE RIGHT TOOL TO ACHIEVE GOALS



## HAE'S DIGITAL JOURNEY



A decorative graphic at the top of the slide featuring a blue background with a network of white dots connected by thin white lines, resembling a molecular or digital structure.

## BENEFITS: STAYING RELEVANT

- More and better opportunities for Chapter + Member engagement
- Opportunity for deep volunteer experience
- Expands opportunities for new content, authors
- Access resources – anytime/anywhere
- Reduces time/effort, increases engagement and new connections
- Lightens the engagement burden
- Easier to organically generate multi-touch engagement
- Data driven metrics





### ADVICE

1. Focus on what you want to accomplish + member experience
2. Technology is a detail
3. Take a sustainable approach
4. Start small
5. It's a science experiment

# Harvard Club of the UAE



Sajida H. Shroff  
President

# About Harvard Club of the UAE

Harvard Club of the UAE was established in 2003 with a mandate to expand alumni connectivity to each other and enhance opportunities for alumni to contribute to the country we call home

- **Mission: Connect, engage and support Harvard alumni in the UAE**

- Foster greater exchange of knowledge and expertise between Harvard University and UAE residents, organizations and institutions
- Increase representation of students from the UAE at Harvard University
- Make a positive and meaningful contribution to the communities among which we reside
- **Vision:** Harvard Club of the UAE aims to be the most connected, engaged and impactful university alumni organization in the UAE

- 700 members + 1,200 friends
- Leadership Succession
- Govt Registration
- Member Engagement
- Sponsorship
- Repeating Sponsors
- Coverage across the UAE





# Harvard Club of the UAEEvents

## 1. Celebrating

- Harvard Book Prize
- Holiday Party
- Alumni Recognition Gala
- Suhour
- Joint Alumni Iftar
- Intern'l Women's Day



## 2. Learning

- Alumni Speaker Series
- Graduate School Info Panel
- Visiting Faculty Sessions
- Salons with UAE Leadership
- Seminars/Mini-Conferences
- Student Admissions Support
- Summer Workshops
- Topical Panels



## 3. Connecting

- Networking Events
- Receptions
- Lunches
- Teas
- Happy Hours
- Global Networking Night
- Dubai Networking Night
- Welcome to Your City
- Ivy Alumni Mixers



# Harvard Club of the UAE

## Successes, Opportunities and Challenges



### Successes

- Bi- monthly Newsletter
- WhatsApp Messaging
- Diverse Events
- Election Process
- Clear ByLaws
- Institutionalized BOD Protocols
- Pro Bono CSR

### Opportunities

- Govt Engagement
- Mastery Sessions with Harvard Faculty
- Club Collaboration
- Website
- Supporter Initiative

### Challenges

- Sustainability
- Leadership Succession
- Govt Registration
- Member Engagement
- Sponsorship
- Repeating Sponsors
- Coverage across the UAE





# Harvard Club of the UAE & Digital Technology



## 1. Social Media

- Instagram, Facebook, LinkedIn
- WhatsApp to communicate with members (broadcast list)
- Website: needs a lot of work  
[www.harvardclubuae.org](http://www.harvardclubuae.org)  
<http://hasuae.clubs.harvard.edu/>
- Newsletter: every 2 weeks:  
<https://mailchi.mp/6da885982fb/hc-uae-newsletter-october-13-2019-hcuae-supporter-initiative?e=8ed1ccbb42>



## 2. Benefits

- Outreach to members and friends of HC UAE
- Get feedback
- Increase participation



## 3. Resources

- P/T paid Administrator @ 25 hours/week
- BOD believes Club operations are auto pilot; don't realize the time/effort of the Pres and Sec
- Sustainability; i.e. source funding to pay for operations including Administrator's salary, etc.







# HARVARD ALUMNI FOR GLOBAL WOMEN'S EMPOWERMENT SIG

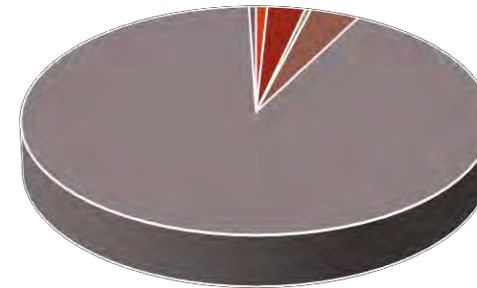
**HARVARDGlobalWE**  
Harvard Alumni for Global Women's Empowerment

Sajida H. Shroff  
President

## ABOUT GLOBALWE

- **MISSION:** Dedicated to the empowerment of women through education, dialogue and connection among individuals working for women's rights and freedoms worldwide
- Highlights and raises awareness about issues concerning women's empowerment worldwide, including but not limited to education, political rights, freedom from violence, women's health, and economic empowerment
- Harvard GlobalWE focuses on issues that are important to **you**, that are important for **Mothers, Sisters, Wives, Daughters**, and the **Men who support the empowerment of girls and women around the globe**

### Distribution of GlobalWE Members



- Africa
- Asia
- Australia
- Europe
- North America
- South America



➤ 1,200 + on the mailing list

➤ 32+ Countries

Cutting across geographies, genders, and issues





## WHAT WE DO

- Member engagement through events
  - Live
  - Virtual
- Provide opportunities for discussion
- Connect members for action
- Manage Global Essay Contest
  - Giving voice to young people around the world who care about the plight of girls and women
  - Building a database of responses across time and place
- Organize Annual Expo
  - Features organizations leading the way globally for women's empowerment in the arts, social services, education, health, economic development, policy, entrepreneurship, STEM, and other fields
  - Forum for organizations to connect with Harvard University community who seek internship, volunteer, mentorship, career exploration, and charitable giving opportunities





## STRENGTHS

- *Global Impact*
- Dedicated Board and helpful Advisory Council
- International Team
- 501c3
- Calendar of Events
- Newsletter
- Social Media presence
- Global Essay Contest

### About the Essay Contest

In 2015, Harvard GlobalWE launched its annual essay contest at the Beaconhouse School in Islamabad, Pakistan. In 2016, we expanded the contest to schools in Germany and Turkey, with the goal of providing inspiration and encouragement to students who engage in topics relating to global women's rights and freedoms.

We welcome you to **read essays** from high school students around the world who are inspiring others to learn about and help women and girls who face daily challenges that often define their communities, but not their aspirations. We invited students to respond to the question: "What is the biggest challenge facing women and girls in your country today?"

What is the  
biggest  
challenge  
facing women  
and girls in  
your country  
today?



## CHALLENGES

- Sustainability
- Global Footprint
- Member Engagement
- Board Capacity
- Income Generation
- Space for on campus events



## USING DIGITAL TECHNOLOGY

- Active on social media; e.g. Instagram, Facebook
  - <https://web.facebook.com/HarvardGlobalWE/>
- Updated website coordinated with alumni magnet for mailings, etc.
  - <http://www.harvardglobalwe.org/>
- GlobalWE Essay Contest:
  - <https://www.globalwe-essays.org/>
- Newsletter: 2-3 times a year:
  - <https://harvardalumniforglobalwomensempowerment.createsend1.com/t/ViewEmail/i/A4A66C82EF23F30FEDED>
  - <https://harvardalumniforglobalwomensempowerment.createsend.com/t/ViewEmail/i/B066B5FFDA7FFE3D2540EF23F30FEDED/C67FD2F38AC4859C/?tx=0&previewAll=1&print=1>



## THE BENEFITS

- Engage members
- Recruited volunteers based on "asks"
- Get ideas for programs, speakers, initiatives



## RESOURCES NEEDED

- BOD capacity and skills
- Dedicated marketing team with leads for: website, socialmedia, newsletter, collateral,etc.
- Input from the BOD is critical
- Time commitment from BOD and marketing team as per marketing schedule
- Challenge is always around timing and ensuring skilled capacity

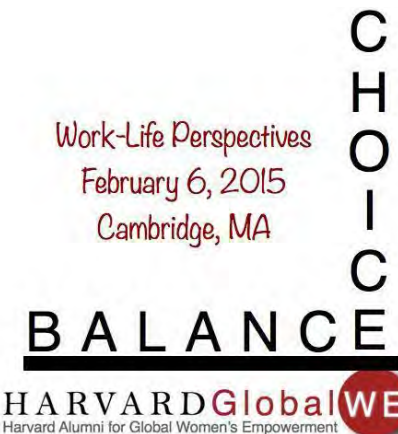


HAA International Leadership Workshop

## ADVICE/THOUGHTS

- Social media is a great platform to raise awareness about your entity
- Engage team members as leads; empower them

Work-Life Perspectives  
February 6, 2015  
Cambridge, MA





# THANK YOU!

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[www.Harvardae.org](http://www.Harvardae.org)

Harvard Alumni Entrepreneurs  
2 Avenue de Lafayette Boston, MA 02111

# Q & A

## Thank You

### Q&A



## THANK YOU

### Q&A

Email us for more info:  
[globalwe@post.harvard.edu](mailto:globalwe@post.harvard.edu)

