

HARVARD

ALUMNI ASSOCIATION



European Club & SIG Leaders Meeting
October 5-7, 2017
Jen Flynn, *Director of Clubs and SIGs*

Areas of Focus 2017

- Have more face-time with volunteers
- Develop Diversity Statement
- 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
- Build Parent engagement through Clubs
- Create AM users group
- Reimagine Annual Report

Diversity Statement

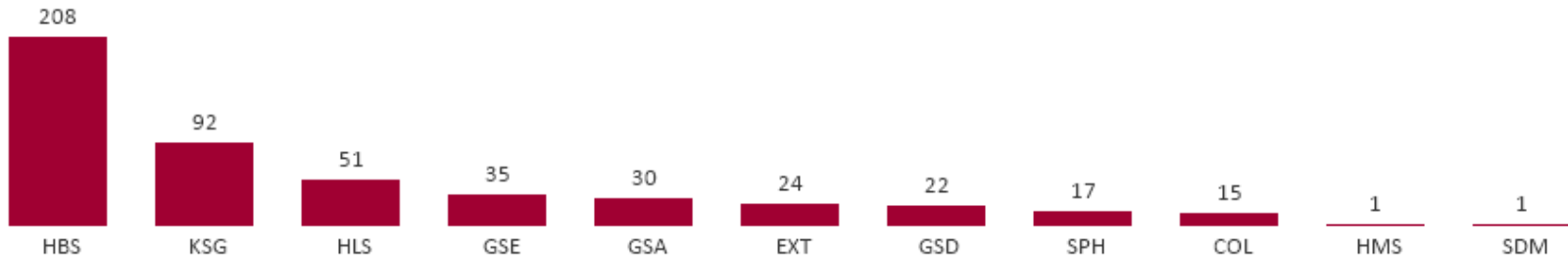
The Harvard Alumni Association is committed to embracing diversity in all forms. We believe that Clubs and SIGS offer critical opportunities to foster communities of respect, enriched by the diverse talents, backgrounds, perspectives and experiences of our alumni. Thus, HAA underscores the importance of having Clubs and SIGs strive to build leadership teams that reflect the diversity of the alumni communities they serve.

As you approach the process of nominating and recruiting new Club and SIG officers, we strongly encourage you to look for promising and committed leaders who will strengthen your organization through diversity. While no Board is ever going to represent all possible categories of diversity, some to consider include school affiliation, age, gender, gender identity, socioeconomic status, physical ability, race, ethnicity, national origin, family status, sexual orientation, religion and military status.

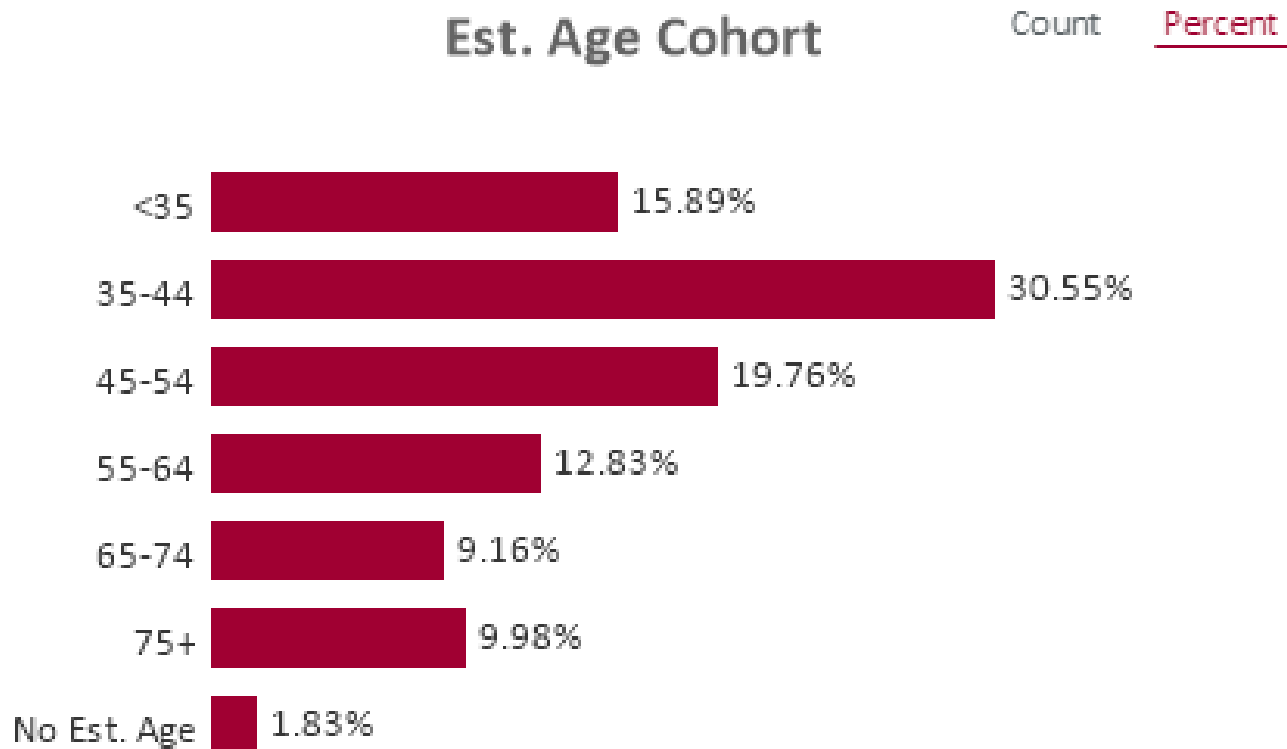
Data Visualization

- **Population by Degree School**
- *Harvard degree holders with an active address in Chile*
- *Entity Count: 496*

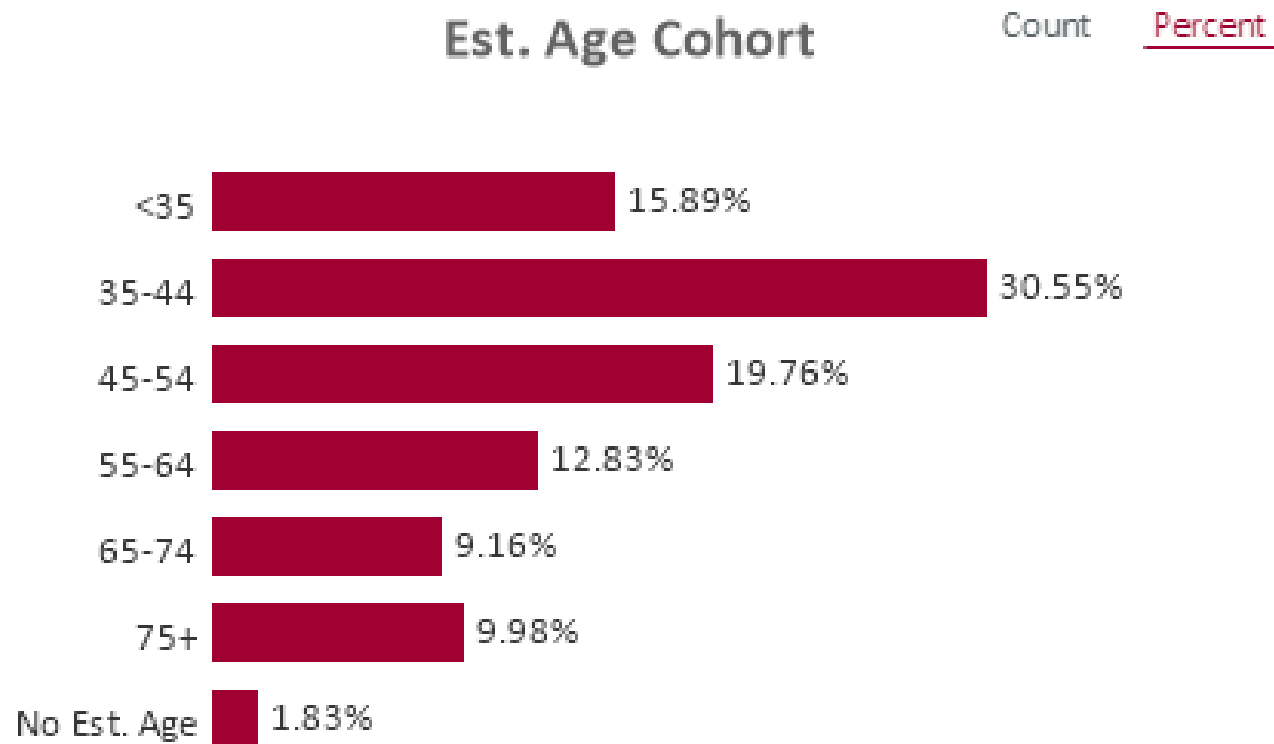
Population by Degree School



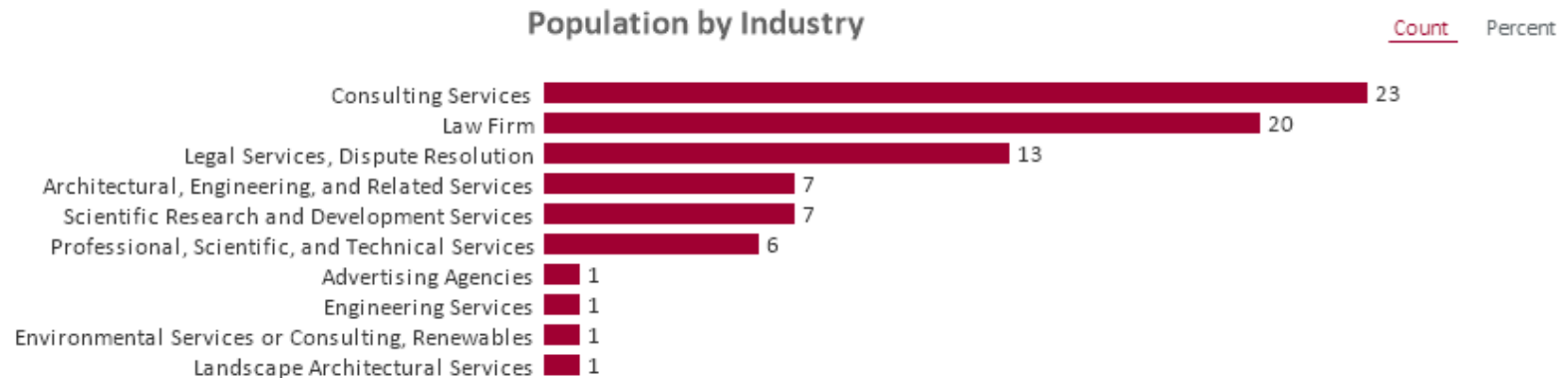
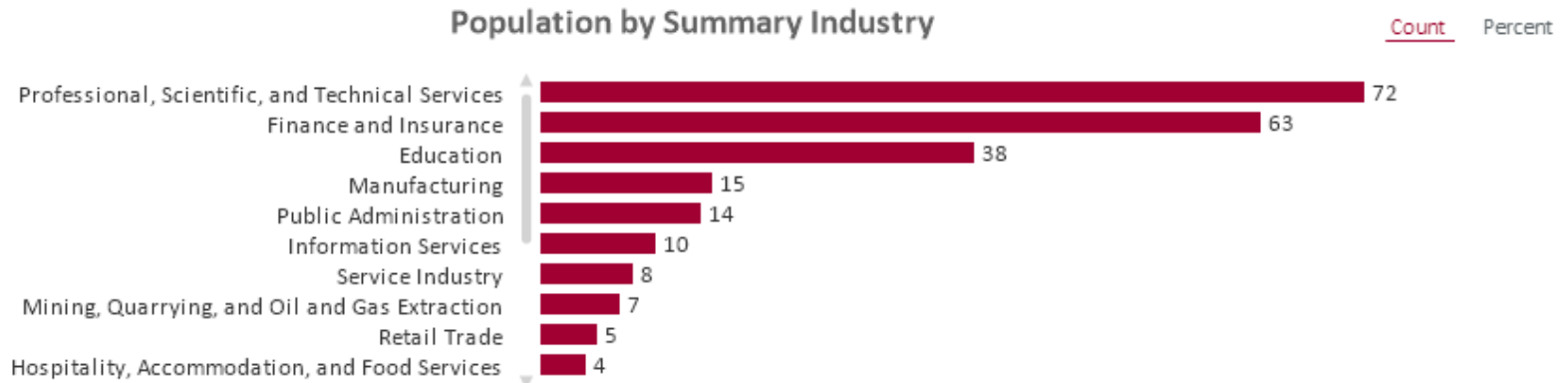
Data Visualization



Data Visualization



Data Visualization



Data Visualization

Population by City



Officers' Lounge

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

- Content about our leadership conferences
- Social Media playbook
- Leadership Succession Toolkit
- SIG chapter guide
- 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

Last year:

- Strengthening SIGs
- Leadership Succession Planning
- Organizational Core Competencies

This year:

- The Future of Clubs and SIGs
- Annual Report: Data and Discovery
- Fostering a University-wide Community

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.

Building Parent Engagement

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

AlumniMagnet

- 179 out of 251 Clubs&SIGs on AlumniMagnet
- Focus group began in April to understand pain points
- Advisory Board created to help address ongoing issues and needs

Annual Report

- Help Clubs/SIGs identify what they are doing well and where there are areas of opportunity that they might explore for growth
- 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

- Emails to the leadership of each Club/SIG that completed the Annual Report are being sent with
 - Customized strategies based on the challenges you articulated
 - A list of Club/SIG leaders who agreed to be mentors
 - A list of ideas with impact gathered from the Annual Reports in order to spark new ideas and foster increased dialogue amongst Club and SIG leaders

THANK YOU

HARVARD ALUMNI ASSOCIATION

