

HAA Latin America Regional Leaders Meeting Buenos Aires, August 18, 2018

**TRADEMARK ISSUES; INTERACTION WITH THE PRESS;
AND OTHER CLUB, CONTACT, SIG RECOMMENDATIONS**

by Sara Aske, Senior Associate Director, HAA Clubs & SIGs



HARVARD
Alumni Association

-
1. HAA Important Resources
 2. Harvard Trademark
 3. Interaction with the Press
 4. HAA Annual Report
 5. University-wide New Admits Events (yield) & Harvard College New Admits & Parents Event
 6. Global Networking Night
 7. Non-Profit Recruitment and Engagement Fairs

1. HAA IMPORTANT RESOURCES

- HAA Club & SIG Directors
- HAA Alumni Leadership Conference, Cambridge
 - session for newly elected HAA volunteer leaders
- HAA International Leaders Meetings in Cambridge and abroad
- Ask the HAA Call
 - one specifically for newly elected HAA volunteer leaders
- Harvard Clubs and SIGs Officers Lounge
- Harvard Worldwide
- Harvard Key
- Harvard Directory



HARVARD CLUBS & SIGS Officers Lounge

The Officers' Lounge is a repository of resources, tips and tricks, and toolkits designed specifically for Harvard Club and Shared Interest Group (SIG) Leaders.

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

Inside you'll find:

- Content about HAA leadership conferences
- Digital playbook
- Clubs & SIGs Leadership Succession Toolkit
- 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
- And lots more!

<https://worldwide.harvard.edu/>

HarvardWorldwide

Harvard University Provost's Office Vice Provost for International Affairs

ADMINISTRATIVE SUPPORT WORLDWIDE WEEK AT HARVARD BY THE NUMBERS SOCIAL FEEDS

Harvard in the World The World at Harvard Join Us at Harvard

“

Our robust commitment to internationalism is not an incidental or dispensable accessory. It is integral to all that we do, in the laboratory, in the classroom, in the conference hall, in the world.

DREW GILPIN FAUST
President of Harvard University

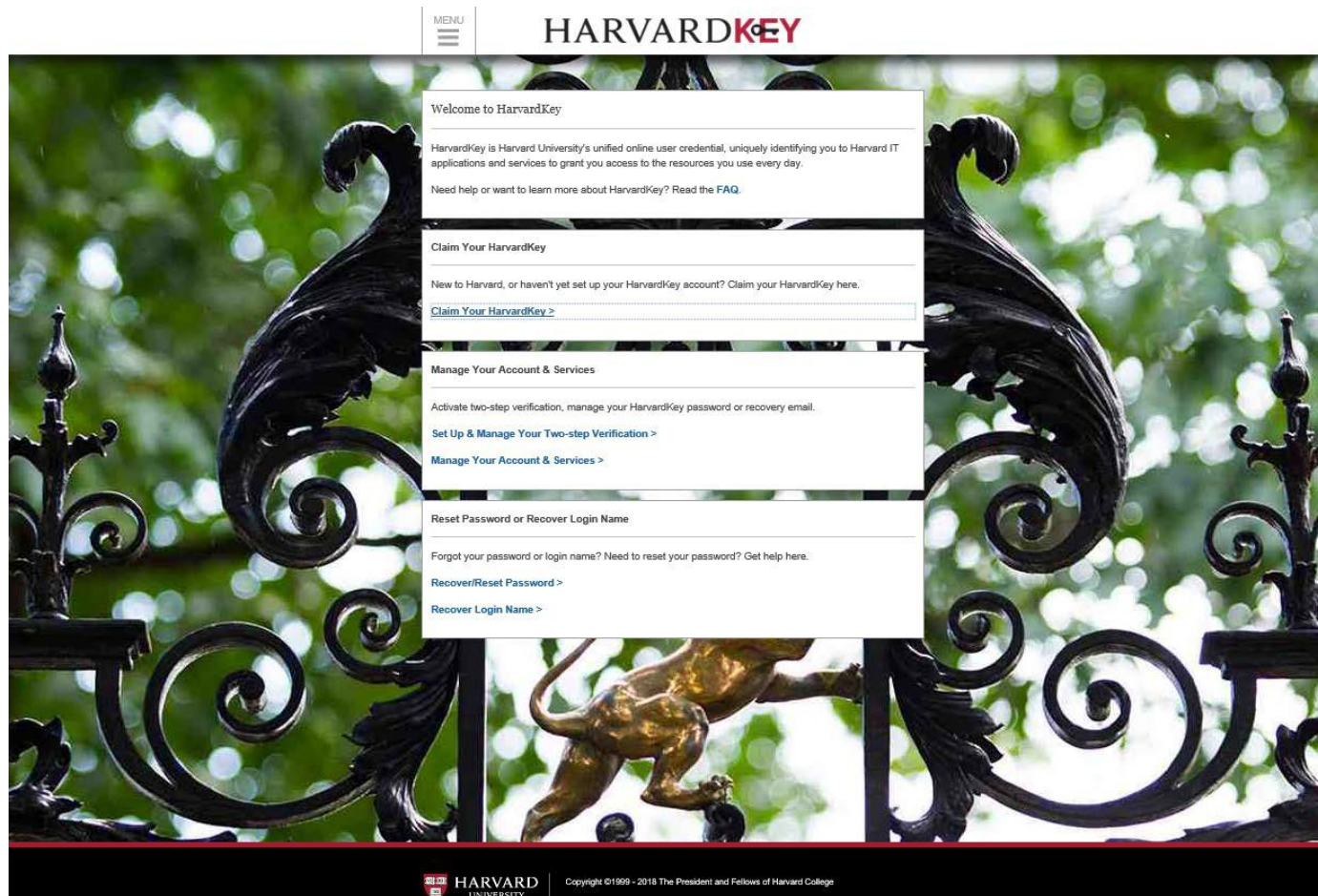
200
countries and from every background

3,569
trips abroad in 2016 for research, study, and more

\$20M
Funding from International Sponsors

44% of alumni world-wide have claimed their HarvardKey
36% of alumni in Latin America have claimed their
HarvardKey

<https://key.harvard.edu/>



To get your HarvardKey, you'll need your **HAA ID**.

Sincerely yours,

Anirudh Suri MPA '14
President, Harvard Club of India

Harvard Alumni Association
124 Mount Auburn Street, 6th Floor
Cambridge, MA 02138

Your HAA ID number is: **0004004001**

Harvard respects your privacy. Please see our [privacy statement](#) for more information.

Removal Instructions: If you no longer wish to receive Club & SIG email messages from the Harvard Alumni Association, please [unsubscribe](#). You may also use HarvardKey to login and [manage your email preferences](#).

All other inquiries should be directed to the HAA Online Help Desk at haa_alumnihelp@harvard.edu or 800-823-2478.

HARVARD DIRECTORY

HOME / COMMUNITY / MY PROFILE

Ms. Joslyn Evans

My Profile

My Contacts

Email Forwarding

Email Preferences

Alumni Class Notes +

Message Board +

Clubs & SIGs +

Volunteer +

Stories

Careers & Networking +

Alumni Services +

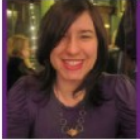
About the HAA +

Help

People Search Alumni Community

This is what your profile looks like to others within the community

Edit Profile



Ms. Joslyn Evans

EXT 2011


Cambridge, MA

Assistant Director, Clubs and Shared Interest Groups at Harvard Alumni Association

Quick Contact:

Email

LAST LOGIN: TODAY



CONTACT INFORMATION

Email Addresses

Preferred email

Send an email to Joslyn

Addresses and Phones

BUSINESS

Harvard Alumni Association

124 Mount Auburn Street

Cambridge, Massachusetts 02138-5786

CAREER

Experience

Career

Assistant Director, Clubs and Shared Interest Groups at Harvard Alumni Association

2007 – Present

EDUCATION

Harvard

2. TRADEMARK LICENSING AGREEMENT

Confirms that each Club and/or Shared Interest Group uses the Harvard name under a license from Harvard.
Please sign form in your folder!



The officially designated shades of Crimson are:

PMS 187 (for uncoated paper)

PMS 1807 (for coated paper)

CMYK: C-7 M-94 Y-65 K-25

(for full color printing on coated or uncoated paper)

3. INTERACTING WITH THE PRESS

- If you decide to speak to the press make sure it is clear that it is your personal comment or opinion, not on behalf of the University.
- For Club, Contact, SIG events is best you list a disclaimer to that event (or all of your events) that reads something to the effect “please note that the views and opinions expressed by the speakers or their organizations do not necessarily reflect the views or positions of the (*Name of Harvard Club/Contact/SIG*) or Harvard”.

STAY INFORMED - Subscribe to receive the news from the following publications and also make your members aware of these options:

- [Harvard Gazette](#) – go to top left corner ‘menu’ to subscribe
- [Harvard Magazine](#)
- [The Harvard Crimson](#)
- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

4. HAA ANNUALREPORT

Have you completed your [2018 Annual Report](#) and [Officer Listing](#)?

- Strategic development tool Clubs/SIGs can use to evaluate where they are and set goals
- Should be a dialogue amongst board to develop a shared understanding of where Club/SIG is and what areas of focus are for the coming year
- After first iteration:
 - Ideas with impact
 - List of possible mentors
 - Curated strategies specific to goals you articulated
- Working on digitizing strategies so that curated strategies, specific to the goals a Club or SIG self-determines, can be delivered immediately after completion of Annual Report
- Will be able to provide a year-over-year comparison and deep dive into learnings to benefit the Clubs and SIGs network
- Data and Discovery Committee will continue next year to do deeper level analysis

5. UNIVERSITY-WIDE NEW ADMITS EVENTS (YIELD) & HARVARD COLLEGE NEW ADMITS/PARENTS ENGAGEMENT

UNIVERSITY-WIDE NEW ADMITS EVENTS (YIELD)

REALITY:

- The short window Clubs and SIGs have to interact with accepted students to influence their matriculation decision.
- The uncertainty of the city of residence where the new admits reside will not be known until admission notices are mailed.

RECOMMENDATION:

- Since 2018, Clubs and SIGs to plan an event during the March 25 to April 12 timeframe.
- As it is not possible to predict where the new admits will come from, the recommendation is that Clubs/Contacts/SIGs make sure that any such event is of general interest to local alumni so that you will still be able to attract Club members to attend even if there are few or no new admits in your area.

HARVARD COLLEGE NEW ADMITS/PARENT ENGAGEMENT

- Starting in 2018 at the request of Bill Fitzsimmons, Dean of Admissions at Harvard College
- Help parents of Harvard College students feel welcomed to the Harvard community
 - Answer questions parents have
- New admit event or separate event
- In April, the Parent Engagement Fund team will email you a survey regarding your interest in receiving parent data for student send-off events
- Parent data will be delivered first week of June
- Decide on timing that works best for you for your event
- Event planning guide for things to consider will be provided

6. GLOBAL NETWORKING NIGHT

- The HAA-hosted Global Networking Night (GNN) returns January 9, 2019! As we ramp up for this GNN, we are also excited to be introducing a new registration platform--more information about this platform and how to sign your site up for GNN will be forthcoming next month.
- Starting in 2019, the HAA-hosted GNN will be moving to a once-per-year model, taking place annually each January for the foreseeable future.
- Why are we moving to once per year? Only about a quarter of our groups currently host GNN twice per year, and in specific areas of the world it has become increasingly difficult for Clubs, SIGs, and Alumni Contacts to secure free or low cost space, creating a financial loss when hosting a GNN event twice in one academic year.
- As a Club, SIG, or Alumni Contact, you are still welcome to host a second networking night event at your convenience during the year. This past June, several groups adapted networking nights for their particular regions and saw good success. We encourage you to continue this trend and consider your own local networking nights in addition to the annual HAA-hosted GNN.
- Thank you for sustaining continued engagement with your respective alumni populations. We greatly appreciate your commitment to the Harvard alumni community.

7. NON-PROFIT RECRUITMENT AND ENGAGEMENT FAIRS

<https://alumni.harvard.edu/community/volunteer/serve>

These Fairs would provide a meeting place at an event hosted by Harvard Clubs, SIGs, or other Harvard alumni organizations for Non-Profits and local Harvard alumni. The objective is to match the alumni with Non-Profits for service as Board Members.

The HAA has prepared a Toolkit that lays out what a Club or SIG would need to do to organize and implement a Non-Profit Recruitment Fair. The Club or SIG would have to set up an organizing committee dedicated to producing the Fair and then the committee would have to be responsible for producing a good event.

The Toolkit contains templates, suggestions, sample communications, contacts and ideas. We hope that your Club or SIG will consider creating a local Fair and that it will lead to positive results for your local alumni, non-profits, and community.



SAVE THE DATE

HAA Clubs, Contacts & SIGs Leaders International Meeting & HAA Alumni Leadership Conference

Wednesday, February 6 to Friday, February 8, 2019
Cambridge, MA

Please plan to stay for the Harvard Club of Boston
Dinner on Friday, February 8th at 7:30 PM

THANK YOU!

HARVARD
ALUMNI ASSOCIATION

