

HCUK Survey 2011 – Summary and Key Findings

I. Background

1. This is the first survey of HCUK.
2. The survey was sent to all Harvard alumni listed in Harvard's database as listed as living in the UK. In addition, it was included in the monthly bimonthly mailing of the *Harvard Magazine*. 17 responses were returned via post and included in the data set.
3. 565 people completed the survey. The only questions that were required to be answered were:
 - a. Respondent's city
 - b. Respondent's country (within the UK)
 - c. Harvard school(s) attended and year of graduation

II. Respondents

1. The vast majority of respondents live in England (over 90%). Of those living in England, nearly 62% live in Greater London, followed by Surrey 6%, Oxon 5%, Cambs 5% and other home counties. 4.5% live in Scotland. This supports the current event schedule (mainly based in London) but also discourages people who live far from London from joining HCUK as they feel the club does not cater to them (supported in comments elsewhere in the survey).
2. About a third of respondents attended Harvard College; the next largest representation was HBS at just over 30%, followed by Grad School at 11%. It is clear that there is confusion between HCUK and the HBS club which we should seek to address.
3. The largest proportion of respondents is recent grads (2005-2010) which make up nearly 20% of respondents. Please note that while the recent grad bands are 5 year bands, from 1994 the grouping increases to 10 year bands so it is not a true increase of membership representation across those years. Still, accounting for this, the membership is more heavily skewed to those who have graduated within the last 10 years who account for over a third of members. This is true also looking only at graduates of the College. Having said that, all year bands are well represented. We should vet these responses against our understanding of the actual alumni demographic as certain groups (more likely to answer electronic surveys?) may be better represented than others.
4. More than half of those surveyed were not members of HCUK and of those, 73.5% have never been a member. Nearly half of these did not know about the club or how to join. This points to a clear need to advertise better. The next largest contingent of non-joiners found events difficult to attend. This is harder to address given geographies and also includes older members, a number of whom commented it was difficult for them to get to events.
5. Of those who had once been a member, close to 60% did not renew for event-related reasons (difficult to attend or not of interest)

III. Members

1. Of those who were HCUK members in 2010-2011, over one third have been members for over 10 years which is encouraging and indicates loyalty among members for whom the club has value. While events are important for members, (68% saying this is the reason why they are members); for over 74% the primary motive for being a member is "Staying Involved with Harvard."

IV. Events

1. Events get high marks for quality (3.75 on a 5 point scale). Weakest mark (3.43) was for frequency which probably means more events are wanted. While we could improve the variety a little the offerings in general seem to be hitting the mark with current members – most wanted

events were Lectures, Faculty Talks, Arts and Theatre which are pretty squarely the core event offering at the moment; and there was very little demand for events that are not currently being offered such as family events and book groups. Please refer to the survey for other suggestions.

2. Most preferred day for events in Weds/Thurs evening; there also appears to be interest for weekend daytime events which we could consider in future.
3. Unsurprisingly, based on the club demographic, demand for central London venues was high.

V. Other Club Activities

1. The single most valued aspect of the club by current members was the Harvard Magazine with 154 respondents marking this as “Participated in – Find Valuable”. In addition close to 73% of respondents voted to keep the Magazine along with the same level of dues.
2. Events were a close second with 144 marking this “Participated in – Find Valuable”
3. After this the third most valued activity was interviewing applicants (59 responses)
4. The survey seems to have had a good effect in highlighting offerings to members, with 95 responses indicating that they would like to try the physical club facilities such as the Lansdowne and Sloane Club
5. SIGs are a complete mystery to most club members (94% not in one, and lots of comments – “what is this?” so we and the University could do a better job of educating alumnae about these.
6. Good suggestion for an online calendar from one respondent. Full list of free responses are in the survey.

VI. Communication and Dues

1. Alumni prefer to receive communication via email (84.1% as preferred option) with the Club Newsletter as the second best option.
2. Direct debit is the most popular form of payment.
3. Other suggestions include taking Amex and allowing members to pay using PayPal.
4. Over 88% of members thought the current level of dues were reasonable.
5. There was a suggestion to publish the budget to members.

VII. Volunteers/requests to be contacted - 362 respondents asked the Club to contact them as follows. Lists of these individuals have been sent separately and should be followed up by the relevant ExCom members.

1. 121 wanting membership info
2. 97 volunteers to interview
3. 46 volunteers to ExCom
4. 46 volunteers to mentor summer interns
5. 30 volunteers to offer summer internships at their organization
6. 22 volunteers to offer accommodation to visiting students

VIII. KEY FINDINGS/Suggestions based on the results

1. Need advertise to all alums at least annually
2. Contact all new grads
3. Consider offerings for members outside of London (may not be worthwhile)
4. Consider more weekend afternoon events

5. Events – more of the same, more often
6. Some explanation of how we differ from the HBS club would be beneficial and welcome; perhaps we can link to each others' websites and include a comment in the FAQ?
7. Consider publishing the budget
8. Publish the results of the survey to members/participants (send to all alums?)
9. Note that we forgot to survey members about the newsletter specifically – to correct in next one!
10. Need to contact volunteers/people wanting membership info
11. Other Harvard Clubs (Southern California) have asked us to share this data also with them
12. See if we can get actual demographic data of the alumni to see if all alumni groups are represented in the respondent sample. (i.e. is the data skewed to younger members because they are more likely to respond to electronic surveys? Or are there more young alums in the UK?)

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