

HAA Asia-Pacific Regional Leaders Meeting – New Delhi, March 17, 2018

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

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HARVARD
Alumni Association

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1. HAA Important Resources
 2. Harvard Trademark
 3. Interaction with the Press
 4. HAA Annual Report
 5. 2017-2018 HAA Board Clubs & SIGs Committees
 6. University-wide New Admits Events (yield)
 7. Building Parent Engagement
 8. Global Networking Night
 9. 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 Asia-Pacific Leaders Regional Meeting
- 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/>

Harvard **Worldwide**

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

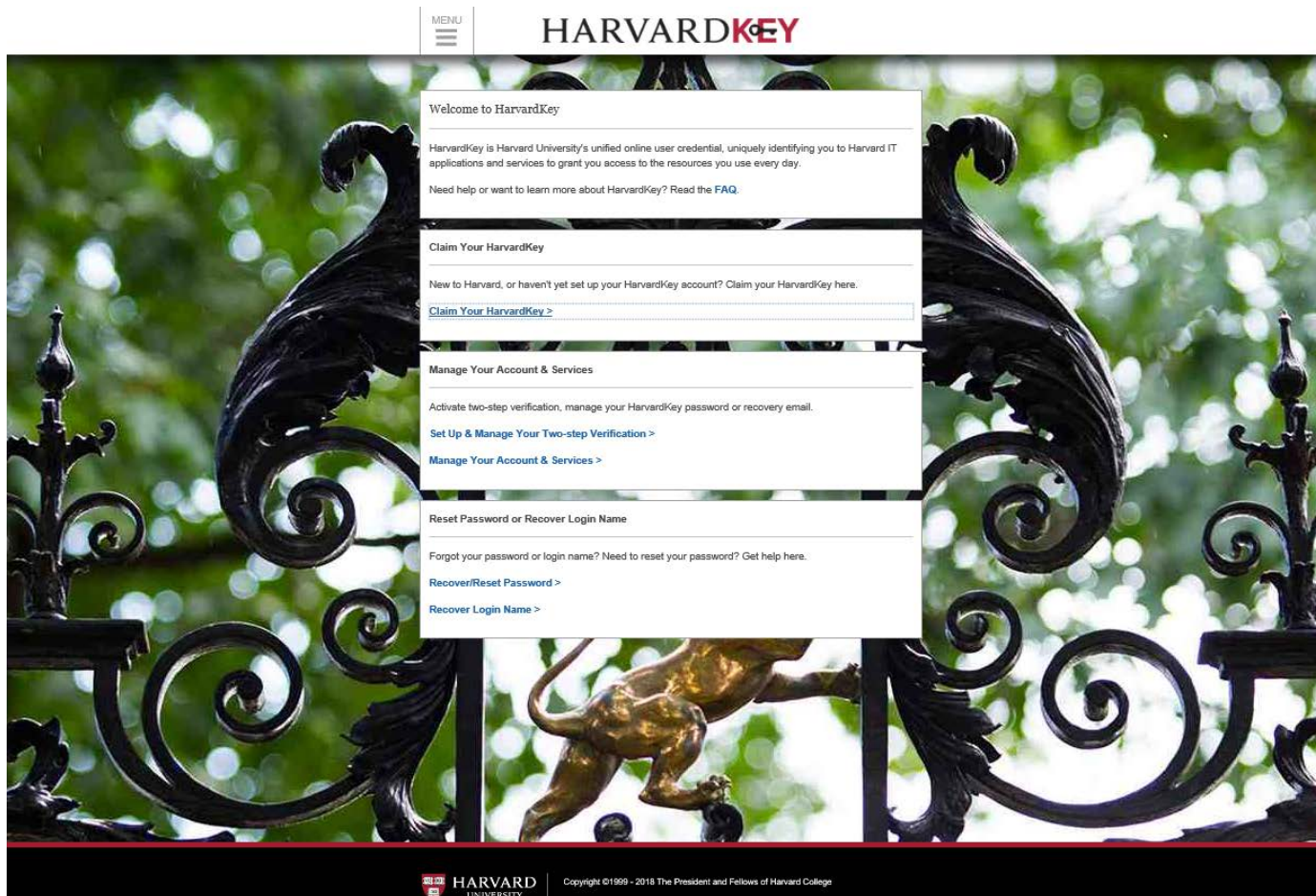
200
countries and from every background

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

\$20M
Funding from International Sponsors

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32% of alumni in Asia-Pacific have claimed their HarvardKey

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



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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**

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


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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](#)
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4. HAA ANNUAL REPORT

- 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. 2017-2018 HAA BOARD CLUBS & SIGS COMMITTEES

ANNUAL REPORT: DATA AND DISCOVERY

Conducts a deep dive into the data from the Annual Report to extract new learnings and identifies commonalities based on Clubs & SIG demographics (clusters) like geography, size of Alumni universe, board structure and other micro clusters that we determine in the process.

THE FUTURE OF CLUBS AND SIGS

Develops best practices for Clubs & SIGs to address challenging long-term trends impacting their organizations, including how Clubs & SIGs work best together and can learn from each other.

FOSTERING A UNIVERSITY-WIDE COMMUNITY

Builds on last year's Graduate School Alumni Engagement Initiative to implement ideas that encourage a robust interaction between alumni from all Harvard schools.

FOSTERING UNIVERSITY-WIDE COMMUNITIES

1. Why is it important to foster a University-wide Community?
2. How to define the relevant community of my Club or SIG?
3. What does it mean for my Club or SIG, in my geographical area, to promote University-wide Community?
4. How can my Club or SIG implement a University-wide Community that engages students once admitted to Harvard?
5. What kinds of measures and/or policies can my Club or SIG introduce to reflect a University-wide Community?
6. What school-specific local outreach should be considered?

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- Encourage **awareness** among Club/SIG leaders of the different school affiliations of their directors and members, and encourage a diverse representation on the Club/SIG Board.
 - Assist with the development and implementation of **events and ideas** to encourage interaction among alumni from all Harvard programs and schools.
 - Identify **early engagement initiatives** so students feel part of the alumni community as soon as they are admitted to Harvard.
 - Check if there are Harvard Business School (HBS), Harvard Kennedy School (HKS) and/or Harvard Law School (HLS) recognized Clubs/SIGs in your city/country. If so, reach out to them to discuss **possible collaborations**.
** Please note that in addition to HAA Clubs, School-specific alumni networks are only recognized by HBS, HKS, and HLS.*
 - Check if there is a [Harvard Office](#) in your area. If so, connect with them to discuss **possible partnerships**. Please be aware that each of these offices has an academic purpose. Based on their focus they might benefit from mutually-beneficial interaction with alumni, but might not be the case with each one of them.
 - Consider **joint events and cross-marketing opportunities** with the above groups.
 - Consider inviting the President of the local School-specific Clubs/SIGs and/or the Director of the local Harvard Office to be **Non-voting Board Members** of your Club/SIG. Or invite them to attend specific Board meetings.

6. 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:

- In 2018, Clubs and SIGs to plan an event during the March 26 to April 13 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.

7. BUILDING PARENT ENGAGEMENT

- 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

8. GLOBAL NETWORKING NIGHT

- No HAA-sponsored 2018 Global Networking Night (GNN) this June.
- Evaluation period - As recent GNNs have been averaging more than 100 sites and more than 8,000 alumni and guest registrants, and Clubs & SIGs wanting to adapt GNN for their own alumni engagement purposes. GNN events have reached a scale where a one-size-fits-all model has become more challenging.
- The HAA will be examining if or how we could adapt the program to better serve all our communities. In addition, we also want to make sure we can allocate HAA resources effectively to provide the best level of support for you and your fellow volunteers.

Please **provide feedback by April 1, 2018** to be able to evaluate needs for this program
https://harvard.az1.qualtrics.com/jfe/form/SV_3shx8YemWToUobX

9. 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.

THANK YOU!

HARVARD
ALUMNI ASSOCIATION

