

Harvard University Student Yield and Send-off Virtual Event Guidelines 2022

Thank you for your efforts to welcome newly admitted Harvard University students to the Harvard community! Harvard Club welcome events play a valuable role in ensuring that all students and families feel at home at Harvard. The guidelines below are intended to support you in planning an inclusive event that imbues all Harvard community members with a deep sense of belonging.

- Consider the timing of the event. A weekend event or one beginning after 6:00 pm on a weeknight typically allows for greater participation.
 - Yield events held between March 23 and April 11, 2022 will be most impactful vis a vis admissions decision and enrollment confirmation deadlines.
 - Send-off events held in July through early August 2022 will be most impactful, as many students head to campus by mid-August for pre-orientation programs and athletic pre-season athletic training.
- No need to dress to impress! Think collegiate casual in determining the dress code, if any.
- Invite current students and their families, as well as recent graduates. They are likely to be generous in sharing their recent experience, and peers and “near-peers” are wonderful resources for incoming students.
- Connect with [Shared Interest Groups](#), including cultural identity and shared experience-based groups like [First Generation Harvard Alumni](#), [Harvard Gender & Sexuality Caucus](#), [Harvard Asian American Alumni Alliance](#), [Harvard Black Alumni Society](#), [Harvard Latino Alumni Alliance](#), [Harvard Arab Alumni Association](#) and [Native American Alumni of Harvard University](#) to invite area members to attend as fellowalumni ambassadors and share information about how students can become involved. If you’re not already collaborating with Shared Interest Groups, this is a great introductory opportunity.
- Check out the [Harvard Gazette](#) and [Harvard Diversity, Inclusion and Belonging](#) to keep up with what’s currently happening on campus.
- Student families will likely remain in the area and are potential Club members. Please invite them to Club events and/or to join the Club.
- Some Clubs wonder how to manage requests to make announcements during virtual events with efforts to keep the speaking program as short as possible to dedicate ample time to conversation amongst participants. You know your alumni community and what will work for your group best. Should you be seeking alternative options, some best practices that have emerged include:
 - Encourage attendees to share information via the chat feature (specific to the Zoom platform) where they can share links to resources or contact information.
 - Consider whether any emergent topics should be covered in future events or email communications.

- Submit your event information via this form by the deadlines to enable University-wide admissions offices to share event information with admitted and/or newly enrolled students. Only fully completed forms will be processed, and information added to the online listing.
 - Spring/yield event information is due by February 23, 2022.
 - Summer/send-off information is due by May 13, 2022.

Questions? Contact your staff liaison or clubs@harvard.edu.

Thank you for all that you do for Harvard!