

HARVARD
ALUMNI ASSOCIATION



MEMORANDUM

To: HAA Board of Directors
From: Sarah Karmon
Subject: Update on HAA Programs
Date: October 23, 2023
CC: HAA Committee Members

As we prepare to welcome many of you to campus this week for the October meeting of the HAA Board of Directors, I want to begin by thanking you for your support of and dedicated leadership of our alumni communities, especially in recent weeks. I know many of you have been fielding questions, receiving feedback, and addressing concerns about the University's response to the Hamas terrorist attack. Your commitment to our community and active involvement are invaluable to us all.

Please find enclosed the October 2023 Board report, which provides a glimpse into the work of the HAA team and our volunteer leaders since we last convened in May. In this report, you'll see highlights of the ways in which we have brought alumni together through shared communities and conversations; grown alumni engagement—particularly with in-person gatherings such as Harvard Alumni Day and President Claudine Gay's inauguration; developed audience- and data-driven strategies based on our alumni engagement survey findings; and more. I hope you'll take the time to review the full report in order to learn more about these accomplishments and initiatives from the first few months of this fiscal year.

I look forward to seeing many of you in our meetings this week. As always, thank you for your partnership and commitment to the Harvard alumni community—and for all you do to support our alumni, and the University, every day.

VOLUNTEER

Volunteers are the lifeblood of the HAA. The programs listed below happen only because of the hard work of our volunteers, and the various HAA activities that focus on supporting and cultivating our volunteer network.

The **HAA Board of Directors** welcomes Tracy “Ty” Moore II AB ’06 as the 2023-2024 HAA President. Under Ty’s theme of “Real Community,” the Board will continue to build on the important work from last year -- bringing volunteers together (in person and virtually) to share ideas and build leadership skills, ultimately strengthening the alumni community.

This year, the HAA Board welcomed 37 new Directors, for a total of 140 Directors in all. The HAA Board of Directors is comprised of volunteers representing the graduate and professional schools, the College, and Clubs and Shared Interest Groups; they come from across the globe, and span a broad age range from students to post-50th reunion College alumni.

The **Anti-Racism Working Group (ARWG)** is committed to leading the Harvard community in recognizing, addressing, and eradicating social and institutional racial prejudice wherever it may exist. The group will continue to focus on identifying and sharing best practices within our alumni communities, connecting volunteer leaders, and rapid response action planning. It is led by Paola Peacock SM ’06, EDLD ’14 and Yvonne Osirim AB ’01, JD ’07 in close partnership with HAA Board First Vice President Moitri Savard AB ’93.

The **HAA Awards Committee** meets throughout the year and is tasked with choosing three Harvard Medalists and six HAA Award winners each year.

The **Harvard Medal** is awarded to members of the Harvard community in recognition of extraordinary service to the University. Last spring on Harvard Alumni Day, the HAA honored the [2023 Medalists](#): Lawrence S. Bacow JD ’76, MPP ’76, PhD ’78; Paula A. Johnson AB ’80, MD ’84, MPH ’85; Philip W. Lovejoy; Antonio Madero MBA ’61; and Rya W. Zobel AB ’53.

The **HAA Award**, established in 1990, recognizes alumni for their outstanding service to Harvard University through leadership and engagement activities. HAA Awardees will be honored at the October HAA Board Meeting. The [2023 HAA Awardees](#) are: Michael R. Alderete AB ’79; Elinor B. Balka AB ’62; Guy L. Fish AB ’81; Alice E. Hill AB ’81, AM ’88, PhD ’91; Bertram A. Huberman AB ’44, MBA ’48; and Jason Luke AB ’94.

The HAA encourages and welcomes nominations of candidates for the Harvard Medal and the HAA Award. Please share your nominations via our [online form](#).

The **HAA Committee to Nominate Overseers and Elected Directors** held their first meeting in September, beginning the process of selecting the candidate slates for the 2024 Board of Overseers and HAA Elected Directors. Throughout the fall, Committee members will review nominees with the goal of creating a group of candidates who bring important and complementary perspectives and experiences to both organizations. The Committee will review approximately 250 individuals for possible inclusion on the Overseers ballot and approximately 200 individuals for the Elected Directors ballot, and is ultimately tasked with presenting eight candidates for five anticipated vacancies on the Board of Overseers and nine candidates for six available positions as HAA Elected Director. The 2023-2024 HAA Nominating Committee members can be found on the [Harvard Elections website](#).

The HAA encourages and welcomes nominations of candidates for Harvard Overseer and HAA Elected Director by the alumni body. [Please share your nominations via our online form.](#)

The **Summer Community Service Fellowship** program supports the development of a new generation of graduates working for the public interest. This past spring, nine clubs awarded funds to 17 very deserving students, ranging from \$4,000-\$5,000 per student, totaling \$77,300.

The **Harvard Prize Book** program concluded FY23 with 1,332 books purchased from the COOP and awarded through the generosity of Harvard Clubs. Prize Books are presented annually to outstanding students in the penultimate year of their high school careers who demonstrate excellence in scholarship and achievement in other non-academic areas.

Harvard Alumni Disability Alliance (HADA) is now a formally recognized HAA Shared Interest Group (SIG). HADA connects alumni and other stakeholders to build community and advance disability inclusion throughout the University and beyond.

Radcliffe Pitches Alumnae is also formally recognized as a new HAA SIG. This organization connects alumnae of the a cappella group to sustain a cross-generational community and to support the current [Radcliffe Pitches](#). You can find their contact information, as well as for all SIGs, in the [SIGs Directory](#).

The **HAA Student-Alumni Engagement Committee (SAEC)** is entering its fourth year. This group of students promotes, leads, reviews, and develops events, resources, and communications to facilitate the meaningful engagement of Harvard College undergraduates with the Harvard alumni community. Fifty-five students currently serve on the committee; others are welcome to join at any time during the year.

The **HAA Recent Graduate Engagement Committee (RGEC)** is also entering its fourth year. Comprised of the Class Committee First Marshals, Second Marshals, Secretaries, and Treasurers of the Classes of 2017-2023, this group has formed a community of practice to share knowledge, learn how to empower current and new College class volunteers, and explore new cross-class recent graduate programming.

The **2024 Class Committee** is currently being formed. Class Committees are formed in the senior year and serve as the governance of a Harvard College class once they become alumni. The First, Second, and Six Program Marshals are elected by their peers, and are joined by the six Harvard College Fund Marshals appointed by the Harvard College Fund. The fourteen Marshals then work together to appoint the class Secretary, Treasurer, Media Team, and House Representatives; together these newest HAA volunteers will work to bolster connections among classmates, with Harvard, and with the larger alumni community – work that will continue into alumni life.

Reunion Program Committees for spring 2024 reunions have been recruited and are beginning conversations to determine all program elements that will be incorporated into their budget. In the new year, they will begin to map out more of the specifics of their class panels/TED-style talks/discussion groups/etc.

The **Reunion Leaders Roundtable** virtual series has begun for the 4s and 9s College reunion classes. This series brings together Reunion Chairs and other volunteer leaders from the 5th through the 70th Reunion classes for meetings designed to create a community of practice among this group of volunteers. Meetings will feature HAA and AA&D colleagues and will be focused on sharing the information that reunion leaders will need throughout the year to create and execute their

programming, and will provide ample time for sharing ideas and raising questions. The HAA's College Alumni Programs (CAP) team also hopes that volunteers will forge cross-class connections, strengthening each alum's experience, as well as the alumni community. The first meeting of the year outlined how the Reunions & Classes team works with partners across AA&D, in addition to plans for communications going forward.

The **Crimson Society Planning Committee** hosted its first meeting in early October. The HAA Crimson Society is the organization of all Harvard College and Radcliffe College alumni/ae starting the year after their 50th Reunion. The Committee is comprised of volunteer leaders from classes in the 1950s-1970s, and is focused on continuing to spread awareness about the Crimson Society in addition to forming new traditions at the in-person celebration to take place on May 30-31, 2024. Donna Gibson Stone AB '66 is this year's Chair.

The **Association of Harvard College Class Secretaries and Treasurers (AHCCS&T) Executive Committee** held its first meeting on October 23. This year's leadership is comprised of AHCCST President Brad Paraszczak AB '11, Secretary April Edrington AB '91, Treasurer Debra Graham AB '88, and Honorary Chair Peter Manasantivongs AB '99. They will host their annual meeting in the spring.

PARTICIPATE

Participating in alumni programming is critical to building engagement. Since the spring meeting, HAA staff have produced or supported a number of programs and initiatives, including:

On Friday, June 2, more than 7,000 alumni and guests joined together in Tercentenary Theatre for [Harvard Alumni Day](#), to celebrate alumni and volunteers and Harvard's University-wide and global community. The Day began with the time-honored tradition of the Alumni Parade led by the Chief Marshal of Alumni Sewell Chan AB '98. The main program, hosted by HAA President Allyson Mendenhall AB '90, MLA '99, featured the Alumni Day keynote speaker, co-host of National Public Radio's *All Things Considered*, Mary Louise Kelly AB '93; remarks from Harvard University President Lawrence S. Bacow; the celebration of the 2023 Harvard Medalists; musical performances; and more. A Yard Party complete with food trucks, a 360-degree photo booth, a tattoo station, and more followed the program. The afternoon festivities also included the [Radcliffe Oral History project](#) and [One Harvard Alumni Panel: Design for Learning from Alumni Day 2023](#), a panel sponsored by several graduate schools.

Save the Date for next year's Alumni Day on Friday, May 31, 2024!

In addition to Harvard Alumni Day, more than 9,000 alumni and guests returned to campus for **Spring Reunions** in June. It was a joyful week of celebration that included classmate panels, discussion groups, class parties, Field Day, and memorial services to honor classmates who have passed.

First-Year Convocation for the Class of 2027 took place on September 4, 2023. Organized by the Harvard College Dean of Students Office with support from the HAA CAP team, the fifteenth Convocation welcomed the College Class of 2027 to Harvard. The program featured remarks from Harvard University President Claudine Gay PhD '97; Danoff Dean of Harvard College Rakesh Khurana AM '97, PhD '98; and HAA President Ty Moore. Roughly one hundred alumni volunteers, members of the Schools & Scholarships Committee, and the Happy Committee greeted the students and gifted them with the Class of 2027 pins, welcoming them into the larger Harvard community.

The Harvard Libraries held their virtual **Resources for Harvard Alums** program on September 21 in collaboration with the University-wide Alumni Engagement and Events team. The program provided information on the various library resources accessible to alumni; many in attendance indicated they look forward to the next virtual session.

Virtual Reunion Programs, which are offered to College alumni in their reunion years as well as members of the HAA Crimson Society, kicked off on September 26 with *A Conversation with Provost Alan Garber and Sarah Karmon*. Through this engaging yet casual discussion, Alan M. Garber AB '77, AM '77, PhD '82, dove into the multifaceted responsibilities of the Provost role and gave the audience a taste of his lighthearted personality during the Q&A section. At the time of publication, there was a lot of momentum for the second program, the October 23 *A Conversation with President Claudine Gay*, a candid discussion moderated by Carla Harris AB '84, MBA '87. **Welcome to Your City** event, which is designed to provide University-wide recent graduates (up to 10 years out) the opportunity to connect with Clubs, SIGs, and fellow alumni in their local area, was held on September 27. This program continues to grow in participation and registrations every year – this year, events were held in 45 cities (hosted by 44 Clubs and co-hosted by 11 SIGS) and drew more than 3,200 registrants.

The [Inauguration of Harvard University President Claudine Gay](#) on Friday, September 29 was a historic day for the Harvard community, featuring a rich array of activities including academic symposia, the Inaugural Ceremony itself, and a joyous community-wide celebration. Ahead of the official program, invitations for the in-person celebration saw a 54.7% open rate (from the engaged and unengaged cohorts), with more than 2,600 alumni registered for the ceremony and celebration. The event was livestreamed for community members who were unable to attend in person and has seen 10,000 views. Inauguration events were covered on the HAA's X (formerly known as Twitter) and Instagram accounts, where [recap photos](#) and [videos](#) were shared after the event concluded. The Inauguration social posts have reached over 51,000 users.

The University-wide Alumni Engagement and Events team partnered with the Office of the Vice Provost for Advances in Learning (VPAL) to promote and livestream their signature events to the global alumni community. On October 2, HBS Professor Karim R. Lakhani AM '16 shared [How AI Changes Organizations and Cognition](#) followed by Professor Michèle Lamont's AM '03 discussion, [Seeing Others: How Recognition Works and How It Can Heal a Divided World](#), on October 3.

VPAL, in collaboration with the Salata Institute for Climate and Sustainability, introduced **Harvard Speaks on Climate Change**, a new series featuring Harvard faculty working on different dimensions of the climate challenge. On October 25, in the inaugural program hosted by Vice Provost for Climate and Sustainability and Director of the Salata Institute for Climate and Sustainability, Jim Stock AM '91, SEAS Professors Daniel Jacob and SEAS Professor Steven Wofsy PhD '71 delved into their groundbreaking research on the satellite detection of methane emissions and shared their developments for future greenhouse gas mitigation strategies. All VPAL events can be found on the [VPAL YouTube Channel](#).

Throughout the academic year, the University-wide Alumni Engagement and Events team will host a series of virtual climate change initiatives, spotlighting various faculty members and their impactful contributions to climate change, both within and beyond the academic realm. The October 17 inaugural event, **Teaching in a Changing Climate: Lessons for Living Sustainably and Equitably as Global Citizens**, was hosted in collaboration with the Salata Institute for Climate and Sustainability and featured faculty

member Tina Grotzer EdM '85, EdD '93. The program garnered a significant alumni attendance and generated enthusiastic anticipation for forthcoming programs.

The HAA supported the **Harvard Asian American Alumni Alliance** (H4A) [2023 Global Summit](#) on campus from October 13 to 15. The topic of this year's Summit was *Beyond Representation* with more than 300 attendees and great speakers, among them Provost Garber and Dean of FAS Hopi Hoekstra AM '10.

As part of the **Fall Fest** football game against Dartmouth on October 28, the HAA is partnering with the Harvard College Fund to organize a Recent Grad Tailgate for the College Classes of 2014-2023. Inspired by the tailgate organized during last year's Harvard-Yale game, this is an opportunity to gather the recent College grad community on campus (the Harvard-Yale game will be played at Yale this year).

Harvard Moves: 5K Your Way is back this season! Between November 2 and 5, all Harvard community members are welcome to participate in a 5K—their way. With the flexibility to choose how they want to be active as well as the distance that feels the most comfortable, members of the community can shape the 5K to their liking. As part of registration, participants can share a voluntary gift with the Harvard College Fund in support of undergraduate financial aid. Marketing launched in late September and the event invitation has seen a 57% open rate. Check out the [Harvard Moves dashboard](#) to see who's already signed up to get moving, and consider [joining in on the fun](#).

The Harvard Club of Boston, in partnership with the HAA, will be holding the 43rd annual [Saturday of Symposia](#) on Saturday, December 2. This signature event is accessible to Club members, Harvard alumni, and their esteemed guests. The program will include four enlightening morning lectures from [Guy-Uriel Charles](#), Charles J. Ogletree Jr. Professor of Law and faculty director of the Charles Hamilton Institute for Race and Justice, Harvard Law School; [Dr. Luana Marques](#), associate professor in psychology, Harvard Medical School; [James Engell AB '73, PhD '78](#), Gurney Professor of English Literature and professor of comparative literature, Harvard College; and [Elena Glassman](#), Stanley A. Marks and William H. Marks Assistant Professor, Radcliffe Institute for Advanced Study and assistant professor of computer science, Harvard John A. Paulson School of Engineering and Applied Sciences. These programs will be followed by a luncheon and a keynote address from [Sarah Whiting](#), Dean and Josep Lluís Sert Professor of Architecture, Harvard Graduate School of Design.

[HKS on the Road](#) is a series of worldwide events bringing alumni together to discuss public issues hosted by leading Harvard Kennedy School faculty as well as [Doug Elmendorf](#), Dean of HKS Faculty and Don K. Price Professor of Public Policy. This December, the Harvard Clubs of the Philippines, Singapore, and ROC/Taiwan will aid in hosting various discussions as the series moves through Asia.

All College Anniversary Reports, known as **Red Books**, are actively receiving submissions from 2024 reunion-year classes, with report chairs and reunion program committee members supporting outreach initiatives to classmates. The program is seeing an increase in participation over last year's numbers for various classes in part due to the Class Report Office's (CRO) partnership with the HAA's Engagement Marketing team on the lost alumni and email resubscribe campaigns and its work to personally reach out to the small segment of alumni across classes that have been unresponsive to Harvard. In addition, the CRO is piloting a new volunteer recruitment strategy through a class report ambassador program, as well as working on new segmented communications to increase the number of submissions that are personal narratives or stories.

Since the spring, the **HAA Travel team** has operated 14 trips ranging from a leisurely tour of the [French countryside](#) to exploring the glaciers and inside passage of [Alaska](#) by cruise, and currently has travelers in Patagonia and Vietnam. Many of the [2024 trips](#) are filling to capacity quickly and the team is working vigilantly to finalize the catalog of offerings for 2025 and beyond.

This past August, the University began offering its new **Email Forwarding Service** to University-wide graduates from the Classes of 2021, 2022, and 2023. So far, more than 4,500 alumni from across these classes have set up email forwarding addresses:

- Class of 2021 – 1,100+ accounts
- Class of 2022 – 1,500+ accounts
- Class of 2023 – 1,900+ accounts

The technology has been working well, and very few alumni have required help desk support. The next step will be to migrate existing users—who number more than 135,000—to the new and improved email forwarding platform. Given the size of this group, users will move over in a phased approach between November 2023 and early 2024. At the time of this report, outreach to all existing users is planned for Tuesday 10/24 to let them know when their email address will migrate. No action is required from existing users; they will be able to keep their email forwarding address in its current form and will continue to make updates to it through the Alumni Directory. After all current accounts move to the new platform, the team will focus on making the service available to new eligible users. This work is expected to happen in 2024; updates will be shared when a timeline is established.

Harvard Key claims have risen to more than 230,000 across the alumni community, with 30,945 new claims in 2023 so far. Alumni under age 50 have the most comprehensive claims, with more than 108,000 in total. The College, Harvard Law School, and Harvard Extension School have the greatest number of claims in 2023 (in that order).

More than 32,000 alumni have logged into the **Alumni Directory** so far this year with nearly 25,000 of these logins from May through October, due in large part to the impact of marketing email forwarding, which is set up through the Alumni Directory, to the most recent graduating classes.

The **Harvard Alumni World MasterCard** (Harvard Alumni Card) has 9,609 cardholders as of October 2023. The Credit Union's reward structure, which allows cardholders to earn double points for gas, groceries, dining, and gifts to Harvard, is promoted to alumni with a quarterly marketing cadence.

COMMUNICATE

Through communication strategies we reach the broadest range of alumni. Communications also play a critical role in marketing our programs and amplifying the impact of the events beyond the events themselves.

The **HAA Engagement Marketing and Communications** work will now have a marketing and communications arm—focused respectively on (1) marketing initiatives that drive engagement, participation, and data analysis, and (2) communications work that drives content development and storytelling. To support these workstreams, a **comprehensive, audience-driven integrated marketing communications plan** has been developed, combining conversion-driving marketing campaigns with content strategy. This plan serves as the framework for the year and aims to achieve:

- Alignment between HAA marketing and communications initiatives
- Implementation of an audience-first approach to all communications, projects, and campaigns
- Establishment of year-over-year benchmark measures
- Advancement the HAA's goal to be a more data driven organization

A main area of focus for **special communications this year will be on recent graduates, specifically Harvard College graduates from the Classes of 2014–2023**. The primary goal of this communications plan is to increase engagement among this cohort with Harvard University and the HAA and lay the foundation for a lifelong relationship, while also learning more about what this community wants from Harvard communications. Efforts will concentrate on initiating a framework that fosters and sustains long-term engagement, boosting email click engagement, encouraging event registration, keeping contact information up to date, and an expanded welcome series for the Class of 2023. Communications inviting this cohort to the **Recent Grad Tailgate** during [Fall Fest](#), Harvard Athletics Homecoming week, have averaged 80% open rates. Updates about this communications initiative will be shared throughout the year.

Across the HAA's **social media accounts**, the highest engagement is seen with content showcasing the University, major events, and alumni—particularly photos of alumni and students vs. event promotional posts. Major highlights this summer and fall have been [Welcome to Your City wrap-up](#), [Convocation](#), [Move-In Day](#), and scenes from the [Inauguration](#), with Instagram leading as the most engaged platform. Even considering that Gazette and news items are shared on Twitter (now X), photos and multimedia, such as Monday Motivation quotes, continue to lead the content.

- The HAA **Instagram** account hit 100,000 followers in September, maintaining the top social profile in terms of engagement. Harvard continues to reign at the top of the Ivy League alumni social media. Columbia, the closest competitor, currently has 31.3k followers. We're excited to continue fostering the alumni community on this platform with more alumni impact storytelling, videos and more. **Instagram stories** have seen more than 83K views since July. Stories are utilized for major news items, sharing alumni-tagged content like Welcome to Your City events, and interactive trivia.
- The **HAA Facebook page** maintains 26K followers. Facebook is used to share photo galleries from major HAA events including Reunions and Harvard Alumni Day.
- **Twitter (now X)**, the HAA's fastest-growing social media profile, has also maintained the number one spot in the Ivies with 94.9K followers. While the platform itself has had a tumultuous year, it has also been a place for consistent community engagement, where relevant news items and stories, announcements, and event promotions are shared.
- The HAA's newest social media network, **LinkedIn**, is growing with almost 4,500 followers. While the team is in the early stages of analyzing the channel, it has been a good place for sharing content about alumni success stories, major university news, and event coverage.
- The [HAA GIPHY channel has over 233 Harvard Alumni GIFs](#) and **more than 100.2 million views**. The GIPHY account allows us to integrate HAA-branded GIFs into all social media platforms where users can search and use them in their personal social media profiles. [Recent grad GIFs](#) have been particularly popular, and custom GIFs have been created for major campaigns like Reunions, Harvard Alumni Day, Elections, Commencement, and more.

The **climate/inequality storytelling** campaign continues to grow: nine stories have been featured on a [new section of the alumni website](#), and there are plans for six additional spotlights focusing on alumni

working in inequality and climate spaces. The stories are a mix of written articles, photos, and videos shared across the HAA social media channels.

The SIG spotlight series continues -- five groups will be highlighted this year, with a planned distribution throughout FY24.

A **content strategy focused on highlighting President Claudine Gay** will be deployed across the alumni website, social media channels, and email. The overarching objectives of the campaign will be:

- Have alumni get to know her more personally
- Spread the message of her priorities and goals as the new Harvard president
- Get alumni excited about her presidency

This entails utilizing President Gay as an email sender when appropriate, and repurposing video and multimedia content from her speeches. Additionally, a bank of quotes from President Gay's recent public speeches has been created to use for the popular Monday Motivation series across social media channels. We look forward to amplifying the president and University priorities across all HAA platforms.

FY24 kicked off with a new approach to updating content on the **alumni.harvard.edu website homepage** that aligns with major HAA and University events, news items, and more slated throughout the fiscal year. Since the start of FY24, the HAA homepage is most viewed page on the website and has received more than 40,000 unique views.

In FY23, **Harvard College and Radcliffe Reunions Communications** efforts drove nearly 10K registrations across classes in reunion. This was the culmination of a year-long marketing communications campaign that involved several individual strategies aimed to reach and engage as many alumni in reunion as possible. The FY23 strategic marketing initiatives included:

- **Lost alumni campaign**
 - Piloted a campaign focused on updating contact information for alumni in reunion and identifying populations with missing information (specifically email address and mailing addresses)
 - Through targeted email messages and mailed postcards, successfully updated and/or confirmed contact information for 72% of alumni in a 2023 reunion
- **Resubscription campaign**
 - Led a resubscription campaign for alumni in reunion who were unsubscribed from receiving reunion-based messages; successfully resubscribed 50% of this cohort, which accounted for more than 1.7K alumni (of note, resubscribers and their guests made up 12% of all 2023 reunion attendees)
 - Instituted daily automated messages that deploy within 24 hours of an unsubscribe taking place to provide a timely opportunity to resubscribe to preferred communications -- these messages achieved a 17% resubscribe rate
 - This campaign was the recipient of a Gold Circle of Excellence CASE award in June
 - Currently exploring additional opportunities to utilize resubscribe efforts to boost engagement with unengaged cohorts across Schools, ages, interests, etc.
- **CRO remittance campaign**
 - Raised more than \$32k in voluntary contributions (408 donors, 5% conversion rate) for the Class Report Office through strategically timed, automated messages to Red Book participants

- **Registration campaign**
 - Led a comprehensive year-long communications strategy to drive engagement, registration, and participation in Reunion programs
 - Using segmented invitations, social media ads and campaigns, unique sender profiles, Instagram Reels, and more, garnered 9.93K Reunion registrations and 9.3K Reunion attendees, achieved an average 62% open rate and 9.9% click rate on email communications, and drove a record-breaking number of registrants to the 55th Reunion
 - Notably, 21% of registrants were in a 5th or 10th Reunion

Communications efforts are now underway for Harvard College and Radcliffe Reunions 2024. Informed by learnings and data from FY23, the FY24 campaign builds upon successful initiatives to continue strategically reaching and engaging as many alumni in reunion as possible, including:

- **Lost alumni campaign**
 - An initial communication sent over the summer as part of a year-long comprehensive effort focused on updating contact information for alumni in reunion had a nearly 80% open rate and resulted in nearly 50% of 2024 reunion-year alumni clicking to confirm or update their contact information
 - Alumni with no email address on file were encouraged to provide one as part of a mailed save the date postcard sent this fall
- **Resubscription campaign**
 - In July, launched a resubscription campaign for alumni in reunion who are unsubscribed from receiving reunion-based messages; 48% of people in this cohort have elected to resubscribe to updates about their Class Report and Reunion
- **CRO remittance campaign**
 - Strategically timed automated messages to Red Book participants will encourage voluntary contributions
- **Reunions 2024 communications**
 - A comprehensive year-long communications strategy will drive engagement, registration, and participation in Reunion programs, beginning with a save-the-date message in June (70% open rate); celebratory message at the start of the academic year had a 65% open rate and 12% click rate
 - Beginning this fall, launched marketing for the HAA-sponsored [Virtual Reunion Programs](#) (see p5) with a dedicated email strategy for each event, utilizing segmentation to drive high email performance.
 - “A Conversation with Provost Alan Garber AB '77, PhD '82 and HAA Executive Director Sarah Karmon” had nearly 400 registrants
 - The first invitation for “A Conversation with President Claudine Gay PhD '98” is off to a strong start, with a 59% open rate

Marketing and communications efforts for Harvard Alumni Day 2023 garnered more than 8K in-person registrants. Through strong email, web, social, and press campaigns, Harvard Alumni Day gained broader awareness across the University. Overall, the campaign delivered more than 1.8M emails, reached 328K+ alumni, saw a 57% average open rate and 1.2% average click-rate on email communications, collected more than 14M GIF views, and led to 8.3K views on promotional videos. Plans are in place for **Harvard Alumni Day 2024 communications**, with a focus on the launch of a robust internal communications plan and an extensive external marketing communications plan which includes several forms of print and digital advertisements ([including this first promo video!](#)). Email save-the-dates to the

most engaged alumni have already been delivered, resulting in a 70% average open rate, 8% click rate, and more than 500 calendar adds.

If you haven't done so already, [add Harvard Alumni Day to your calendar!](#)

To help increase the **awareness of Shared Interest Groups (SIGs) through communications**, marketing and social media best practices and resources are being shared with Club and SIG volunteer leaders. Those resources, combined with a one-hour session hosted by the EMC team at the Alumni Leadership Conference in October, will help volunteers develop strong value propositions for their organizations and leverage HAA-driven marketing efforts to support and grow their alumni communities.

The **Welcome to Your City marketing campaign** for recent graduates (see p5) was met with an average open rate of 59.9% and a 5.4% click rate. Over 3,200 registrations were received, up from 3,042 in 2022. The Classes of 2020 to 2023 accounted for almost 60% of registrations. A [recap of the event](#), featuring some of the 30 alumni-submitted photos received, reached over 17K social media users.

Throughout the summer season, **Harvard this Week** was sent on a bi-weekly schedule, returning to a weekly cadence in September. When appropriate, content is segmented for recent graduates, alumni in reunion, and members of the Crimson Society to help promote engagement and participation among these cohorts. The events email has maintained an average open rate of 59.1% in the first quarter of FY24.

At the top of FY24, a summer edition of **Harvard Alumni News (HAN)** saw a 62.6% open rate. News and updates that received top clicks included an In Focus feature of President Claudine Gay ahead of her inauguration (4.4K), and University leadership's reaction to the Supreme Court decision (1.5K) including a personal message from President Gay (1.2K). The newsletter relaunched at the start of the academic year with a 61.1% open rate. Leading with recipients of the 2023 HAA Award, the story saw over 5,500 clicks.

The HAA collaborates with colleagues in the FAS on the bi-monthly news-focused newsletter, **College Alumni News (CAN)**, targeting alumni of the College. The fiscal year began with an average open rate of 59.6% and a click rate of 6.7%. The top performing feature in the September edition was a student spotlight on social media about life in the newly renovated Adams House, garnering over 2,800 clicks. We're excited to continue building our partnership with the FAS team and explore ways to evolve both the CAN and HAN to better deliver news to key audiences.

Happy Birthday emails continue to be sent to HAA volunteers, recent graduates, and other alumni who engage at high rates with HAA communications. In January, the class of 2023 was added. In FY23, open rates from month-to-month averaged 69%, with May having the most birthdays! Recipients are given a link to a discount at the Coop.

STAFFING UPDATES

New Hires and Promotions:

Lauren Bitsoli joined the Volunteer Leadership team as coordinator in early September. Lauren is assisting in the planning of the HAA Board meetings and, as staff liaison to the Happy Committee, she

will be responsible for coordinating alumni marshals for both Harvard Commencement and Alumni Day. Lauren is a graduate of Johnson and Wales University. Most recently, she worked as a 4th Grade ESL teacher in Providence, RI, and before that worked at Brown University responsible for managing events and communications with faculty and students.

The Engagement Marketing and Communications team is excited to announce that **Christianna Casaletto** took on the role of digital content strategist this past June. In her new position, Christianna will focus on managing and creating all written and multimedia content across the HAA's digital platforms. She will also directly manage the HAA's alumni-focused social media strategy. Christianna joined the HAA in January 2022 and was previously the EMC team's alumni relations assistant. We're thrilled that Christianna will continue to share her deep knowledge of content and social media in this new position.

Dia Combas has been promoted to associate director on the Clubs and SIGs team. Building on her previous experience, Dia will be developing a strategic plan to strengthen the HAA's network of SIGs, and her new portfolio includes shared identity and developing groups. Additionally, she will also continue to work with Harvard Clubs in California and Texas.

Sara Graham has been promoted to associate director on the Volunteer Leadership team. Sara will continue her work with HAA Board programs including onBOARD and springBOARD and the Nominating and Awards Committee, which have all evolved in the scope and complexity of their responsibilities.

Katie Grissino joined the HAA in September as the director of administration and planning. This is a newly created role, taking on some of the previous responsibilities of the deputy executive director role as well as some new projects in support of work across the HAA. For the past several years, Katie has been working as a consultant on strategic projects for a number of organizations including the Milken Institute and the Harvard Business School MBA Program. Prior to that work (from 2004 to 2020), Katie served in numerous leadership roles at Harvard Business School, including most recently as the senior director for alumni relations. Beyond her deep knowledge of volunteer and alumni engagement, Katie has a proven track record as a deep, strategic thinker who is organized, inclusive, and drives teams toward results.

The Reunions & Classes team is thrilled to welcome **William Lemos**. William joined the team just after Reunions this past June and comes from the alumni office at his own alma mater, the University of Vermont. William is working with a portfolio that includes all post-55th Reunion classes, which encompasses the 60th, 65th, and 70th Reunions. He is also the liaison for the Crimson Society.

In late August, **Chase Peters** joined the Clubs and SIGs team as alumni relations assistant. Before joining the HAA, Chase worked as a Market Researcher for Investor Group Services (IGS) Boston, a private equity firm. Additionally, Chase volunteered remotely for Take Back the Night Foundation, an organization dedicated to supporting survivors of sexual violence. A 2020 graduate of Smith College, Chase brings her eye for design, passion for inclusion and accessibility, and strong research, data analysis, and customer service skills to the HAA and we're thrilled to have her on the Clubs and SIGs team!

This September, the Engagement Marketing and Communications team welcomed **Alise Pundure** into the alumni relations assistant role. Alise joined us from Teacher's College at Columbia University where she graduated last May with an M.A. in Arts Administration. While there, she worked as their

administrative fellow for digital strategy in the Office of Graduate Student Life and Development. We're excited to welcome her to the team!

Luna Vasquez joined the HAA in September in her role as alumni relations assistant specialist. Luna is working with the Kristen DeAmicis on the College Alumni Programs team with team-wide projects and with the Volunteer Leadership team in providing administrative support to the Nominating Committee and assisting with HAA Board meetings and Alumni Day. Luna comes to the HAA from The Bowery Presents where she worked in operations and guest services. She is a graduate of University of Massachusetts Boston and is a talented printmaking and textile designer.

Harvard Alumni Travels enthusiastically welcomes **Lyndan Wall** as an alumni relations assistant where she will be responsible for frontline customer service on all HAA trips. Originally from San Diego, California, Lyndan is a recent business marketing graduate of the University of Colorado Boulder. She has worked in several customer service roles, most recently working as a sales associate at HOTWORX fitness studio. Outside of work, Lyndan enjoys spending time at the beach, skiing, cooking, reading, and spending time with family and friends.

Departures:

Joslyn Evans transitioned to a new role in AA&D as managing director of organizational change management. Joslyn, a member of the HAA since 2007, most recently served as an associate director on the Clubs and SIGs team, a role focused primarily on programming, communications, and special projects for alumni Clubs and SIGs. We were grateful to benefit from her talents as a collaborative, thoughtful, intentional, and dedicated colleague for so many years!

Elisha Tran moved into an assistant director role with the FAS Development, Planning, Operations and Donor Engagement team in June. Elisha joined the HAA in January 2022 and during her time here, she worked with the Happy Committee to expand and diversify its membership, implemented new practices to support alumni marshals, including role descriptions and training sessions, and played an important role in developing our processes for hybrid meetings.

FY24 HARVARD ALUMNI ASSOCIATION GOALS

As we continue to welcome and celebrate new voices and perspectives in our increasingly global student and alumni communities, it is imperative that we continue to grow and adapt to meet their needs leveraging the expertise and partnerships throughout Alumni Affairs and Development. As we enter the year ahead, we welcome new leadership from across the University to partner in our work and engage our alumni community.

- Continue to execute in-person programming alongside virtual, ensuring goals are articulated and format is in alignment with those goals. Use both formats to introduce and amplify the voices of HAA, AA&D, and University leadership, as well as showcase faculty members who embody University priorities.
- Develop a core volunteer leadership training curriculum, focused on the skills and leadership needs of our alumni volunteers, and leverage both in-person and virtual modes of engagement, education, and practice sharing, to support Harvard's alumni volunteer network.

- Advance the HAA's work to be a more data-driven organization by developing and applying a framework to identify, collect, and analyze alumni engagement behavior across HAA communications, programs, and activities.
- Evaluate organizational needs to ensure we are best structured and resourced to undertake our work effectively and ensure the HAA is appropriately leveraging expertise and skills across the AA&D Resources teams.
- Develop and enhance the Harvard Alumni Day program, focusing on University-wide and recent graduate engagement along with positioning the event as an anchor event for College Reunions.
- Strengthen and expand College alumni and volunteer engagement, interconnection, and education in alignment with FAS priorities and in collaboration with FAS development colleagues. *Note: This work will be accomplished, in part, through the college alumni engagement review being undertaken by the VP AA&D, FAS, and HAA.*