

Alumni Volunteer Resources for 2024 Harvard Board Elections

The HAA believes that a well-informed alumni body will make thoughtful decisions in determining their votes in the Harvard Board elections and that increased participation in the elections is critical to good governance. This document is an overview of the elections and communication resources available to Harvard alumni volunteers.

Resources Covered in this Toolkit:

- What do I need to know about the 2024 Harvard Board elections?
- How can alumni volunteer leaders and organizations share information about the elections?
- Where can I find information about the elections?
- Harvard communications schedule from March to May 2024 (subject to change)
- Appendix
 - Elections Infographic
 - Communication resources
 - Sample communication messages
 - FAQ

What do I need to know about the 2024 Harvard Board elections?

- The slate for Harvard Overseers and HAA Elected Directors can be found on the [Harvard Elections website](#).
- There are eight candidates running for five positions on the Harvard Board of Overseers and eight candidates running for six positions on the HAA Board of Directors.
- Voting begin April 1, 2024 and end May 14, 2024, at 5:00 p.m. ET.
- Alumni may vote online or by paper ballot (except alumni who opted out of receiving a paper ballot in previous elections, they can only vote online). All ballots are managed by Election Services Corporation (ESC), our third-party vendor, who administers the election. Emails with personalized secure access to the online ballot will be sent by ESC on April 1 from the email address of harvard@electionservicescorp.com. ESC will mail paper ballots in late March.
- Eligible voters in the 2024 Overseers and HAA Elected Directors elections include all Harvard degree holders whose degrees were received by January 1, 2024. Members of the Harvard Corporation and officers of government or instruction at the University are not eligible to vote in the Overseers election.

How can alumni volunteer leaders and organizations share information about the elections?

As an HAA volunteer leader, you will receive information from the HAA about the Harvard elections. You may also hear from supporters of candidates, or directly from candidates, running for Harvard Overseer or HAA Elected Director. Candidates and their supporters may ask you to share information with your network and alumni community as well as ask for your endorsement.

HAA alumni organizations are encouraged to:

- Educate their alumni communities and networks about the elections and the importance of voting.
- Encourage alumni to vote with personal appeals.
- Distribute information about all candidates running for election.
- Highlight candidates who are members of their community, as part of messaging that promotes all nominated candidates and encourages voting. For example, including language such as, “Pay

attention to Maria, who is running for HAA Elected Director, because she is a member of our community.”

Where can I find information about the elections on social media?

The HAA will be promoting the elections broadly from March through May. You can follow posts on our social media channels:

- Instagram: [@harvardalumni](#)
- Facebook: [Harvard Alumni Association](#)
- LinkedIn: [Harvard Alumni Association](#)
- Threads: [@harvardalumni](#) <https://www.threads.net/@harvardalumni>

Harvard Email Communications Schedule from March to May 2024 (subject to change)

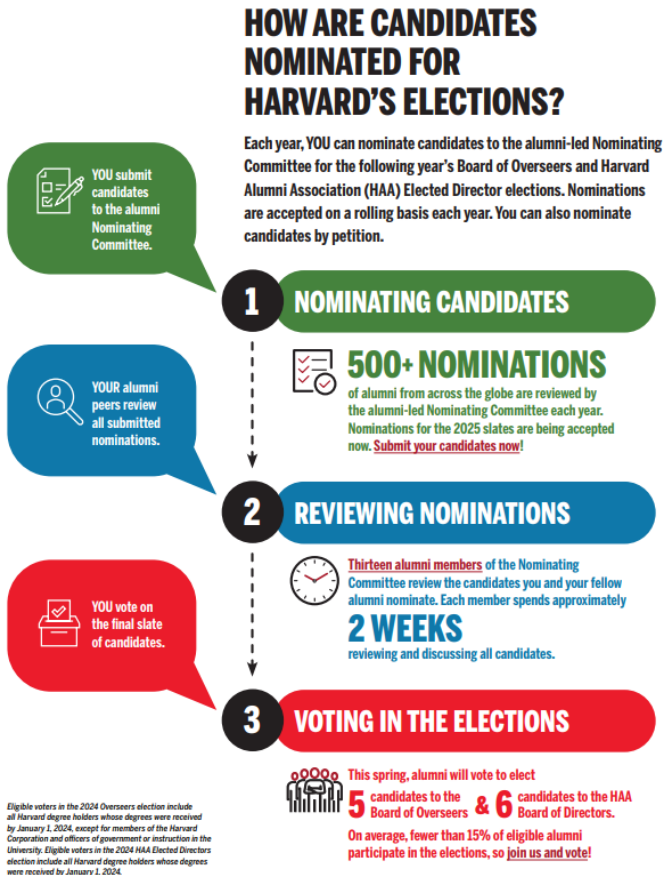
March 20, 2024	HAA alerts eligible voters about the candidates and voting
March 28, 2024	HAA alerts eligible voters of April 1 ballot message from ESC (the third-party vendor that administers the election)
April 1, 2024	Email #1 with ballot information (from ESC-harvard@electionservicescorp.com)
April 5, 2024	Why I Vote compellation video
April 10, 2024	Email #2 with ballot information (from ESC)
April 23, 2024	Email #3 with ballot information, last chance to vote via paper ballot
May 9, 2024	Email #4 with ballot information, last chance to vote online

Appendix

- Appendix A: Elections Infographic
- Appendix B: Communication resources
- Appendix C: Sample communication messages
- Appendix D: FAQ

Appendix A: Infographic

- [Infographic about the elections and nominations process](#)



Appendix B: Communication resources

Information about the elections and nominations process:

- [Elections.harvard.edu](https://elections.harvard.edu) (Harvard elections website)
- Hear from our volunteers about the work of the alumni-led Nominating Committee and the importance of voting through [videos](#) that will be shared on social media.
- [Nominate a candidate](#) and explore more on [the Harvard Board nominations web page](#).

2024 Harvard Overseer and HAA Elected Director Candidate information:

- [2024 candidate listing](#) – *Harvard Gazette*
- [2024 Ballot order announcement](#) – *Harvard Gazette*
- [Meet the 2024 Overseer candidates](#) – *Harvard Magazine*
- 2024 candidate bios – elections.harvard.edu

Past articles:

- [Harvard Gazette announcement of 2023-2024 Overseer President](#).
- A [conversation with former Overseers](#) Marty Chávez AB '85, SM '85 and Helena Buonanno Foulkes AB '86, MBA '92.
- [Harvard Gazette interview](#) with Tracy Palandjian AB '93, MBA '97, former chair of the Nominating Committee, and former HAA executive director Philip W. Lovejoy.
- [Harvard Gazette profile of 8 Harvard Overseers](#).

Appendix C: Sample communication messaging

Below are some sample communications to get you started.

Sample Social Media Posts:

Threads or Instagram Story:

Harvard alumni: Help shape the future leadership of Harvard and vote today for Harvard's Board of Overseers and HAA Elected Directors. Online voting is an option! Learn more:

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

Instagram Post: [Use panel below]

Nominations for the 2025 Harvard board elections are now open! Did you know any Harvard community member can nominate candidates? Submit your recommendations today at

<https://alumni.harvard.edu/nominations>



Facebook or LinkedIn:

Harvard alumni: Elections for Harvard's Board of Overseers and Harvard Alumni Association Elected Directors are now live. Help shape the future leadership of Harvard and the HAA and remember to vote! You can vote online or via mail-in ballot. Learn more about the voting process:

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

Sample Email Text (to your alumni community members):

Dear [first],

As a volunteer leader in the HAA, I often think about the type of alumni leadership that Harvard and the HAA will need as we look to the future. With this in mind, I wanted to let you know that elections for Harvard's Board of Overseers, one of the University's two governing boards, and for HAA Elected Directors are now underway. Voting takes place online or via paper mail-in ballot.

The Overseers play an important role in oversight of Harvard's academic enterprise, and alumni have elected the Board for more than 150 years. Elected Directors provide leadership for the Harvard Alumni Association, supporting the HAA's efforts in developing volunteer leaders and increasing alumni engagement.

You can learn more about the elections and this year's candidates on the [elections website](#).

To vote, you will receive several emails throughout April and May with instructions on how to access the online voting site (you have likely already received at least one). You should receive a paper ballot by mid-April, which will include online voting instructions.

Your vote is important! I hope you will participate and encourage other alumni in your community to do the same! The elections end on May 14.

Warm regards,

[name]

Appendix D: FAQ

- **What is the Nominating Committee?** The Committee to Nominate Overseers and Elected Directors (a.k.a. Nominating Committee) is an alumni-led committee made up of 13 alumni members who commit approximately two full weeks of their time to reviewing more than 500 nominations and discussing candidates for Harvard Overseer and HAA Elected Director. More [information about the committee can be found on the elections website](#).
- **How can I nominate a candidate for Overseer or HAA Elected Director?** Alumni can nominate candidates to be considered by the Nominating Committee for the Board of Overseers and HAA Elected Director slates. Nominations are accepted on a rolling basis and you and members of your community can nominate candidates for the 2025 elections via the [online nominating form](#). Overseer candidates may also be nominated by petition beginning in early November.
- **Why should I vote in the Harvard Board elections?** Voting in the Overseers election is a unique privilege and responsibility of Harvard alumni that advances the academic excellence of all parts of the University. [Hear from alumni volunteers on this topic](#).
- **Do I need to use HarvardKey to vote online in the elections this spring?** Alumni may vote online or by paper ballot (except alumni who opted out of receiving a paper ballot in previous elections). All ballots are available through a third-party vendor named Election Services Corporation (ESC). This company administers the election. Emails sharing personalized secure access to the online ballot will be shared via ESC using the email address harvard@electionservicecorp.com. HarvardKey is not used for the online ballots.
- **What should I know about the Board of Overseers?** The [Board of Overseers](#) is one of Harvard's two governing boards along with the President and Fellows, also known as the Corporation. Formally established in 1642, the board plays an integral role in the governance of the University. As a central part of its work, the board directs the visitation process, the primary means for periodic external assessment of Harvard's Schools and departments. Through its array of standing committees and the roughly 50 visiting committees that report to them, the board probes the quality of Harvard's academic programs and assures that the University remains true to its charter as a place of learning. More generally, drawing on its members' diverse experience and expertise, the board provides counsel to the University's leadership on priorities, plans, and strategic initiatives.
- **What should I know about HAA Elected Directors?** The Harvard Alumni Association (HAA) serves as both the University-wide alumni association and as the alumni association for Harvard and Radcliffe Colleges. The HAA Board of Directors, under the leadership of the Executive Committee and executive director is an advisory board that aims to foster a sense of community, engagement, and University citizenship among Harvard alumni around the world. The work of the Board focuses on developing volunteer leadership and increasing and deepening alumni engagement through an array of programs and communications that support alumni communities worldwide. In recent years, the board's priorities have included strengthening outreach to recent graduates and graduate school alumni; and continuing to build and promote inclusive communities.