

MEMORANDUM

To: HAA Board of Directors
From: Philip Lovejoy
Subject: Update on HAA Programs
Date: 2018
CC: HAA Committee Members

Dear HAA Board of Directors:

As you can see in the attached memo, the HAA continues to be a dynamic organization, engaging alumni around the globe, with thanks in a large part to all of your efforts.

You will hear me talk more about this at the board meeting, but I will state it here – your involvement and work as volunteers for Harvard is critically important at this time. We have launched a new academic year, and welcomed our new president of Harvard, Larry Bacow. We just returned from Detroit, where at his first alumni event as president, Larry gave brief remarks to an audience of over 200. In his remarks Larry commented on his new role as Harvard's 29th president and emphasized how important it is now that we all do what we can to address the great challenges that face our nation and society. Your work for Harvard is an important part of this. Connected and engaged communities of alumni play an important role for Harvard. As we face questioning about the importance of college educations and the value of fact based inquiry, and headwinds like the admissions lawsuit and endowment tax, we need our alumni to be connected, engaged and informed.

Your work in building and sustaining alumni communities is essential to that work. We are so grateful for all the time and effort you devote to fostering alumni connections, in your home towns, here in Cambridge, and around the world. Since our last meeting I have personally seen it in action at college reunions, throughout Commencement week, at the Latin America Club Leaders meeting in Buenos Aires, and in Dallas, Austin and Detroit. I am continually inspired by your dedication to and support of your fellow alumni and Harvard. Thank you.

Our board initiatives this year have particular relevance to the times we are in, and I look forward to seeing where they lead us. The OnBoard session ensures that our volunteers are all well versed in the HAA and Harvard, preparing you to be effective ambassadors for Harvard. The Inclusion and Belonging Initiative will bring to the fore issues that are core to the Harvard experience, and explore how we are living those values within the networks of the HAA. The Alumni Communities Initiative will examine how we might leverage various digital platforms (webinars, podcasts, blogs, social media, email, mobile apps, etc.) to collectively create value and community for their members and further the mission of the HAA. And finally in Leading and Inspiring Volunteers we will explore how you as leaders can better motivate and inspire our volunteers to achieve and do their best work for the Harvard community. I look forward to seeing you next week.

Thank you so much for all you do for the HAA and Harvard.

VOLUNTEER

Volunteers are the lifeblood of the HAA. Listed below are the programs that happen only because of the hard work of our volunteers, and the various activities we produced that are focused on supporting and cultivating our volunteer network.

The **2018-2019 HAA Board of Directors** welcomes Margaret Wang AB '09 as the 2018-2019 HAA President. The Board will continue to build on the wonderful work from last year and celebrate the many ways our University-wide community is promoting positive change on campus and around the world. This year, we welcomed 18 new Committee Members and 30 new Directors who will join the group of 161 Directors in all (including Elected, Graduate School, College, Club and SIG, and Past President Directors). And, we have 29 alumni leading Initiatives and Committees. In total this year, we have 338 alumni volunteers on the HAA Board representing all the graduate and professional schools, the College, and Clubs and Shared Interest Groups, hailing from Boston to Spain to Hong Kong, and spanning a broad age range from students to post 50th reunion College alumni.

The **2018-2019 Committee to Nominate Overseers and Elected Directors** held their first meeting September 6-7, 2018, and will meet again in early November. Results from the 2018 election were announced the week of Commencement. Harvard degree holders cast 26,765 ballots to elect each of the five new Overseers and 27,537 ballots to elect six new Elected Directors. (See Appendix 1, page 13, for a list of 2018 elected Harvard Overseers and HAA Elected Directors.)

The **2017-2018 HAA Awards Committee** selected the 2018 Harvard Medalists and the 2018 HAA Awardees. The Medalists were presented at the Annual Meeting of the Harvard Alumni Association on Commencement afternoon and the HAA Awardees will be celebrated at the HAA fall Board Meeting on September 27, 2018. (See Appendix 2, page 15, for the 2018 Medalists and HAA Awardees.)

The Class of 2019 Senior Class Committee is underway. First, Second and six Program Marshals have been elected by their peers. These marshals are joined by six appointed Gift Marshals. The fourteen Marshals will work together to appoint the class Secretary, Treasurer, Media team and House Representatives in the coming weeks, and together these newest HAA volunteers will work to bolster connections among and between classmates, with Harvard and with the larger alumni community – work that will continue into alumni life.

College Class Reunion Chairs will attend the first event of the 2018-2019 Reunion Co-Chair Leadership series in October, and continued with a program and budget workshop in November. Co-chairs from each of the reunion classes are invited the launch event. This is the third year the Reunions team has hosted the series, which was designed to help reunion leaders get to know the HAA team, share best practices, learn from past reunion leaders, and map out work for the 2018-2019 year.

More than 200 alumni volunteers returned to Harvard Yard on Labor Day, September 3, to welcome first year students during **First-Year Convocation**. In keeping with recent tradition, the invitation to marshal was extended to Happy Committee members and College alumni Schools & Scholarships volunteers with three or more years of consecutive service, allowing many who played a direct role in bringing the Class of 2022 to campus to welcome them on behalf of the alumni community. Alumni met with students at their dorms, presented them with their class pins, and processed with them into Tercentenary Theatre on this tenth occasion of what has come to feel like a cherished and ancient Harvard tradition. HAA President Margaret Wang welcomed the students on behalf of the alumni community, and all

assembled heard remarks from President Bacow, Deans Khurana and O'Dair, and student speaker Jenna Gray '19, as well as musical selections from the Harvard Band, Choirs and Kuumba Singers.

Club and SIG Regional Meetings

The HAA had a productive and well attended HAA Latin American Regional Meeting in Buenos Aires, Argentina on August 17-19, 2018. The Harvard Club of Argentina, the Harvard David Rockefeller Center for Latin America Argentina Office and the HBS Latin America Research Office were our hosts. The program included presentations by each Club in attendance as well as the various Harvard units working the region, remarks by Margaret Wang AB'09, Philip Lovejoy, and a lecture by Vice Provost for International Affairs, Mark Elliott.

The 2018 European Club Leaders Meeting will be held in Paris on October 12- 14, 2018 and hosted by the Harvard Club of France.

The deadline for the HAA **Club and SIG Awards** is October 17. These awards are presented annually at the HAA's Alumni Leadership Conference (ALC) which takes place in Cambridge each February. Two awards are given out. The Club/SIG Recognition Award recognizes a Harvard Club or SIG for exceptional efforts resulting in outstanding improved or innovated programs in areas including: membership, technology, succession planning, community service, outreach, schools and scholarship efforts, programming, or overall general improvement. The Outstanding Contribution Award recognizes a Harvard Club or SIG volunteer who has gone above and beyond the call of duty to make an exceptional contribution to his or her Club/SIG.

The HAA is working with the **Harvard Asian American Alumni Alliance (H4A) on their Third Global Summit** the weekend of October 26-28, 2018. They have almost 30 confirmed speakers for the weekend, including President Lawrence Bacow. The HAA assisted with marketing this event and registration is currently live.

Club and SIG Website Tools

In addition to the AlumniMagnet website tools, Clubs and SIGs have begun to take advantage of the WebEx licenses being offered on a limited basis to alumni groups. The WebEx platform can be used to provide remote access to board meetings and other club member events such as faculty lectures or website training.

The AlumniMagnet Fall trainings are well underway. The team is offering 6 hours of group training every week to help accommodate all of the new administrators and Club and SIG officers. The trainings will include updated materials, information on the upgrades made to the platform this summer, how to run new reports, event listings on their website and alumni.harvard, new email templates and other features recently introduced to the platform. All trainings are listed on the Officers Lounge website.

The team has begun the process of auditing all Club and SIG website activity to help administrators understand how sites are being used by members.

International Club Updates

In August 2018, the Harvard Club of Ghana was established. In collaboration with the HBS Executive Education Office the inaugural event was hosted with presentations by Ramon Casadesus-Masanell, Herman C. Krannert Professor of Business Administration and Srikant M. Datar, Arthur Lowes Dickinson Professor of Business Administration and Senior Associate Dean for University Affairs.

In addition, we hope to shortly announce the establishment of clubs in Kuwait and Guangdong and we have recently appointed a contacts in Egypt and Sierra Leone. In recent months, the HAA has supported leadership transitions at the Harvard Club of Mumbai and the Harvard Club of Mexico and is in initial discussions with the Harvard Club of Nigeria and the Harvard Club of Saudi Arabia about leadership transitions.

PARTICIPATE

Participating in alumni programming is critical to building engagement. Below is a sampling of programs that the HAA staff have produced or supported since April.

Harvard Alumni Travels

Since the April Board meeting, Harvard Alumni Travels has operated 17 trips including two for the Harvard Museums of Science & Culture. These programs visited 28(!) different countries and featured 19 different Harvard study leaders (including two spousal lecture teams). Programs of note include ***The Paris of Thomas Jefferson*** in May featuring Annette Gordon-Reed and three family adventures to Greece, southeast Asia, and the Galapagos islands.

We had noticed that travelers are starting to plan their trips earlier than in recent years and we are seeing more bookings come in 8–12 months prior to departure. In response, we bumped the 2019 trip catalog from an October mail date to a May mail date. The move has prompted a strong bump in registrations with 2018 having the best Jun–Aug booking period on record. The travel program is currently in planning mode for 2020 trips with the goal of starting promotion even earlier in 2019.

Senior Desk

Each year we welcome each graduating senior to the HAA to pick up their tickets for Class Day, Commencement, and other Commencement Week Activities. As in past years, we once again partnered with the Harvard College Office of Institutional Research to drive 100% participation in the annual College’s annual Senior Survey by making survey completion a prerequisite for ticket pick up.

Senior Week and Commencement Week 2018

The culmination of the Senior Class Committee’s work throughout the year, 2018’s Senior Week included fourteen events, each attracting strong attendance from the Class of ’18. Senior Week was followed by a robust Commencement Week for the graduating seniors, including traditions like the Phi Beta Kappa Literary Exercises, Baccalaureate Service, Senior Class Family reception, ROTC Commissioning Ceremony, Class Day Picnic and Exercises, Faculty Deans’ Receptions, and the Harvard Band, Radcliffe Choral Society and Glee Club concert.

Notable among senior class programming this year was a program led by the Building Community Committee as part of the class committee’s series of events focused on the transition from College to the ‘real world.’ In this session, graduating seniors learned how to stay connected to Harvard after graduation as well as how to become involved with alumni communities in their new cities. Seniors were pleased to hear about these opportunities to engage with the alumni community.

Class Day, May 23, 2018

We welcomed graduating seniors, family members and guests to the Yard for the Class Day Picnic and Exercises, which featured student speakers, presentation of the Ames Awards, remarks from incoming HAA President Margaret Wang and featured speaker Chimamanda Ngozi Adichie.

Harvard's 367th Commencement was held on May 24, 2018. The HAA was joined by the steadfast Happy Committee and the 350 Marshals and Aids in welcoming more than 30,000 students, parents, alumni and guests in Harvard Yard throughout the day. Following the Morning Exercises the HAA held the general alumni spread (feeding 1,500 alumni, parents, students and guests) and the Chief Marshal Spread hosted by Chief Marshal Gina Raimondo AB '93. After the alumni procession led the alumni ranks into Tercentenary Theatre, HAA President Susan Morris Novick AB '85 presided over the Afternoon Program where she congratulated our four Medal awardees, and welcomed President Faust and Commencement speaker John Lewis in front of an enthusiastic and dedicated crowd of students, parents and alumni.

Thirteen non-reunion College classes hosted gatherings in class headquarters rooms in the Yard on Commencement Day, and several classes gathered for meals and celebration on Commencement evening and on Radcliffe Day the following day. More than 1100 of the eldest alumni gathered in the Yard for the annual **Tree Spread**, where these post-50th Reunion College alumni made a great showing and were led in procession into the Annual Meeting by the eldest among them, Evelyn Richmond AB'41 and Theodore Barnett AB'41.

Spring 2018 Commencement Social Engagement. For our Commencement campaign this year, we focused again on #gradvice. During the Board meetings, we shot more than 20 #gradvice videos and shared them earlier with followers and also directly with reunion registrants across platforms. In addition, we continued our robust outreach to spring reunion attendees on the Twitter lists to encourage them to share their #gradvice with the Class of 2018. This year, we handed over the Instagram account to incoming HAA President Margaret Wang AB'09 to bring in a new alumni voice to the channel. Margaret's Instagram story saw great engagement with more than 3,000 views and was able to offer an inside look at the morning commencement from the stage.

Alumni Night at the Pops, May 26, 2018

For the second year in a row, hundreds of College alumni joined the 25th Reunion Class' traditional Symphony Hall outing for "Harvard Night at the Pops," Members of the Class of 1993 performed with the Boston Pops Orchestra for an unforgettable night. The new Alumni Night at the Pops is quickly becoming a favorite annual tradition.

College Reunions Week 2018

We had nearly 9,000 alumni and their guests who joined us for Reunions in May. The 5th, 15th, and 50th reunions broke the all-time attendance records, and all classes had a strong showing of spirit and participation. The HAA Reunions team continued their close partnerships with the AA&D Events team and other internal partners throughout the organization.

During the Spring Reunions, the HAA hosted "**A Conversation with President Faust**" events for the College Classes who had returned to campus. More than 1,000 alumni and friends attended these two events which were both fireside chat-style talks. One session was moderated by Linda Greenhouse AB '68 and the second by Harvard's Senior Vice President and General Counsel Bob Iuliano AB '83 and both touched on issues related to the current state of the University and issues of interest to alumni, including the President's thoughts on her lasting impact on Harvard and the plans she has beyond her presidency.

Also during Spring Reunions, Dean Michael Smith moderated **Harvard Today: A Faculty Forum** with faculty members Lisa McGirr RF '13 and Fiery Cushman AB '03, PhD '08. McGirr, Professor of History,

discussed the lasting effects the Prohibition era has had on America including the rise the FBI and the federal government's power and the start of mass incarcerations for alcohol and drug offenses. Cushman, Assistant Professor of Psychology, discussed our natural aversion to doing harm to each other, habit learning, and how critical thinking taught in undergraduate education plays a role into psychological research. Over 600 alumni and friends from the Classes of 1983, 1993, 1998, 2003, 2008, and 2013 attended this event as part of the spring Reunion Weekend festivities.

SIG Mini-Reunions

The HAA assists with marketing for SIG Mini-Reunions that take place during the Spring Reunions. This year, more than 20 SIGs participated in these successful events.

Spring 2018 Reunion Social Engagement

The Spring Reunion social campaign focused on creating a virtual engagement experience for alumni through Twitter, Facebook, and Instagram, both leading up to reunion and during reunion week. To accomplish this we sourced throwback photos from the yearbooks at Harvard Archives to drum up some nostalgia and engage alumni returning in conversation. In addition, we socialized the hashtag not only on our social platforms but through the email campaign and also the text messaging program—all of which worked to increase engagement across reunion classes. Among increase in engagement across the board, some of the most notable included a 217% increase in photo shares on Instagram from spring 2017 (142 shares) to spring 2018 (451 shares); hashtag use across Twitter spiking to 1,946 times vs. 324 in 2017 (these numbers do not include HAA uses of the hashtag); and an increase in clicks on reunion content on Twitter from 42 to 561.

The hashtag use on Twitter increased from 324 uses in 2017 to 1946 this past spring. In addition, alumni shared over 450 photos using the hashtag on Instagram and over 100 photos were shared by alums on Twitter. Reunions should be a time where there is more user-generated content and this Spring was a great example of that.

Class Reports

Since last spring, the College Class Reports team has sent the remaining three Class Reports for fall reunions (30th, 40th, and 45th) to press, rounding out the 2018-19 year with the publication of fourteen books, 5th to 70th Anniversary Reports, in all. Below are the Red Books by the numbers:

More than 9,000 Stories Shared

Precisely 8,944 College alumni and 83 family members shared their stories for publication in the Red Books this past year. That's 228 more stories than last year, a 2.5 percent increase.

Over 7,500 Pages Printed

The HAA published 7,624 book pages, which is 596 pages more than the prior year, resulting in an increase of 8.5 percent.

2,684,032 Words Published

That's well over 2.5 million alumni-authored words, which is 212,991 more words published over last year for an increase of 8.6 percent.

The College Class Reports team is now preparing for another year of extraordinary participation and is embarking on a couple new initiatives:

1. Transitioning the production cycle for all reunion classes to a spring distribution. In preparation for this change, the office will produce *all* spring and fall Red Books, fifteen books in all, including the 70th and 75th Anniversary Reports, before Reunions and Commencement in May 2019.
2. Building on the success and tradition of the Class Report, we will be piloting an alumni storytelling book for a University-wide audience with the production of a Red Book for the First-Gen Harvard Alumni Shared Interest Group (SIG).

College Class Reports serve as a bedrock for College alumni engagement, and the staff is excited to work with the alumni community in the year ahead on broader storytelling efforts.

University-wide Alumni Engagement and Events Overview: Since the Spring 2018 Board meeting, the University-wide Alumni Engagement and Events team has hosted or co-hosted 7 events with an estimated total of over 3,800 registrants and over 1,880 attendees, working with internal HAA teams as well as eight co-sponsors from across the University and the Harvard network. Highlights of these events include:

- Alumni and guests gathered on May 16 in Beverly Hills for **Radcliffe on the Road** event at the SLS Hotel in Beverly Hills, CA. The program included a light reception and a lecture on “Seven Stories for Seven Decades: Tales from the Vault Spanning Schlesinger Library’s First 75 Years” led by Jane Kamensky BF ’97, RF ’07, RAE ’16’17 Professor of History and the Pforzheimer Foundation Director of the Schlesinger Library at the Radcliffe Institute.
- Over 610 alumnae and alumni from Boston to Berlin logged in to take part in an interactive webinar entitled **Preparing For Success: Strategic Career Negotiations for Women** focused on how to be successful and strategic throughout one’s career, hosted by Professor Hannah Riley Bowles MPP ’94, DBA ’01 from the Harvard Kennedy School.
- A small group of alumni and their families braved the pouring rain to participate in a morning of **volunteering at Gaining Ground** in Concord, MA. Gaining Ground is a farm that grows fresh produce, which is then distributed to food banks and shelters in Boston and the Metrowest area, and they rely on volunteer help to grow and harvest their crops.

Audio recordings from many of our live events are posted the HAA’s [SoundCloud](#) page. Recent files have attracted over 4,900 listeners. Additionally, the ongoing webinar series created in collaboration with the Board’s Career and Networking Initiative and Matthew Temple AB ’86 have yielded nearly 16,000 additional views between five videos on the HAA’s [YouTube](#) page.

The **Summer Community Service Fellowship** (SCSF) program has become a crucial initiative in supporting the development of a new generation of graduates working for the public interest. The program, administered jointly by the HAA and the Center for Public Interest Careers (CPIC), provides the largest source of funding for summer public service at Harvard College. The 2018 Summer Community Service Fellowship was offered by 19 Clubs and 1 Shared Interest Group, with 32 awards available, each in the range of \$3,000-\$5,000 per student. The program received over 100 student applications and was ultimately awarded to 29 students by 14 Clubs and 1 Shared Interest Group. A total of over \$116,000 was awarded to the 29 recipients of the fellowship.

Since the Spring Board Meeting, 28 **Speakers Bureau** events have taken place, the majority occurring as

Clubs and SIGs marked their spring annual meetings. (See Appendix 3, page 16, for a list of past and upcoming events)

The HAA rolled out a new Speakers Bureau catalog design with the help of the Communications team. The improved look includes the addition of 15 new speakers this year.

The Clubs and SIGs team collaborated with the Harvard College Parents Engagement team, at the behest of Bill Fitzsimmons, Dean of Harvard College Admissions, to expand parent engagement in **student send-off events** hosted by Clubs and SIGs. These events bring incoming first-year students together with alumni to welcome them to the Harvard community. Over 50 Clubs and SIGs requested parent data to participate in these events this summer.

The **Prize Book** program ended the year with 1550 awards and over 110 clubs, SIGs, and individuals participating via purchases from the Harvard COOP. Over 500 Prize Books were awarded across 48 Clubs and Contacts around the world via purchases through other vendors.

HAA Alumni Directory and HarvardKey

As of this September, more than 73,000 alumni have logged into the HAA Alumni Directory, and more than 130,000 have claimed HarvardKey. Top schools with Harvard Key claims and Directory logins remain the College, GSAS, HLS, and HBS, in that order. In turn, the biggest cohort of alumni – approximately 25,000 – who have logged into the Directory are under the age of 35, with logins decreasing with each age cohort. While those logging into the Directory most likely come from professional/scientific/technical services, the second and third most popular career fields for logins are education and healthcare/ social assistance, respectively.

Harvard Alumni World MasterCard (Harvard Alumni Card)

The Harvard Alumni Card currently has 9,231 card holders as of the end of August, 2018. New and improved travel perks and bonus point promotions launched in summer marketing campaign to the Class of 2018 were particularly successful, resulting in more than 127 newly opened cards and over 200 applications. This fall, preparations are underway for HUECU presence at the Harvard/Yale Game as well as a value-proposition survey to alumni to enhance the program for alumni.

Social Ambassador Program – Crimson Connect

Our social ambassador program, Crimson Connect, officially launched this August. The program is hosted through a platform called Social Toaster, and in partnership with the Harvard College Fund. Thus far, there are 215 alumni signed up representing Schools across the University. These volunteers receive emails with different types of content that, with one-click, they can share across their social networks. Looking ahead, we are working on encouraging the ambassadors to share content for President Bacow's Inauguration, Harvard-Yale, and Global Networking Night. In addition, we are mapping out upcoming recruitment emails to continue to build out the program and its reach.

Senior University Leadership Events

The Harvard Club of Peru and the Harvard Club of Brazil hosted events for Frank Doyle, Dean of the Paulson School of Engineering and Applied Sciences in August. The Harvard Club of Japan will also host Dean Doyle in October 2018.

On September 13, the HAA and the Harvard clubs in Michigan of Detroit co-hosted the first alumni event with Larry Bacow: **Welcoming Lawrence S. Bacow: Detroit**. Over 200 alumni and friends of the Harvard

community gathered together at this sold-out event at the Waterview Loft at Port Detroit. After welcoming remarks from Harvard Club of Detroit President Adam Wiener AB '04, President Bacow took to the stage to address his home state speaking about his goals for the future of Harvard and the importance of the alumni community to that future.

The Crimson cheering section will be in full-force at this year's **Harvard Night at the Red Sox** on September 25th with 1500 tickets sold. The Red Sox front office shared that this is the quickest sell-out among all participating colleges in the three years they've had the program. A portion of ticket sales going to support the Summer Camp program at the Phillips Brooks House Association.

Global Networking Night

The HAA-hosted Global Networking Night (GNN) returns January 9, 2019! As we ramp up for this GNN, we are also excited to be introducing a new registration platform. Starting in 2019, the HAA-hosted GNN will be moving to a once-per-year model, taking place annually each January for the foreseeable future.

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.

College Alumni Newsletter

In June, we deployed a Commencement-themed issue of the quarterly College Alumni Newsletter (CAN), followed by the Opening Days-themed fall issue in September. One of several ongoing collaborations with our FAS development colleagues, the CAN offers an insider look at College life and alumni connections through alumni profiles, snapshots of campus life, and opportunities to connect in Cambridge and around the world. The CAN is segmented by geography and has enjoyed relatively high open rates across segments.

Matriculation Grad Appeal

An outcome of *Clubs and SIGs: Fostering A Uwide Community Committee* this past year, the matriculation grad appeal is a series of three messages that will be sent to first-year students of the graduate and professional schools. The goal of these messages will be to connect students with the HAA and resources like the Alumni Directory early on in their time at Harvard, in the hopes of maintaining lifelong connections even earlier. We look forward to reporting back on the first of these messages, set to go out in October, later in the winter.

Spring 2018 Grad Appeal

With the goal of connecting the Class of 2018 with HAA resources and encouraging them to engage with the Alumni Directory, the Grad Appeal email marketing campaign ran from April to September. Seniors and University-wide graduates received segmented messages as part of an automated "email journey"—their path dependent on their level of engagement with the previous message.

While we are still analyzing the full impact of this campaign, our data through May shows an increase in Directory log-ins from the previous year of several hundred as a result of this new approach. In addition to driving engagement with the Alumni Directory, the campaign drove participation in our LinkedIn Group, awareness of Clubs and SIGS, engagement on Facebook and Instagram, and more. One of the most successful communications in the campaign, a welcome message from Philip on Commencement Day had an 84% open rate, and 16% Click through Rate. We're looking forward to applying the lessons learned from this campaign to future marketing campaigns.

HAA Help Desk Transition

This July, the HAA Help Desk officially transitioned to the Alumni Affairs and Development (AA&D) Alumni Online Services team. As a part of this move, three new staff members will be hired to support Help Desk functions, greatly increasing the Help Desk's capacity to provide high touch customer support to our alumni community. This move was also part of a consolidation of frontline alumni help desk support under one team within AA&D and will officially shift Help Desk staff responsibilities away from the Engagement Marketing team in the HAA, freeing them up to focus solely on marketing and communications work. The Help Desk staff remain close partners of the HAA and will continue to receive guidance and direction during this transition.

HAA eEVENTS Newsletter

We are continuing to use data and experimentation to refine our strategic approach to the newsletter, as we build in new variable testing and look at how different cohorts engage. The message is currently segmented based on city, state, or geographical region depending on event activity in those areas – for regions with fewer events, the segmentation is broader, while areas with many events receive more localized versions of the email.

Based on the results of several months of testing, we have adjusted the send time of the newsletter to 7:00 pm and have changed the sender profile to “Harvard Alumni Events.” We are still tracking the behavior of our “engaged” and “unengaged” cohorts and are developing a comprehensive testing plan for the rest of the year. As reported in the spring, we saw open rates push to 30%, which is still where each newsletter sits, with higher rates for sends that are more state-specific like Texas, California, Massachusetts, Florida, and international cohorts.

Daily Gazette Pilot

Starting in May, a cohort of approximately 15,000 alumni were chosen at random to receive the Daily Gazette, an email of curated news content sent from Harvard's Public Affairs and Communications department. The goal of this pilot program is to see how alumni engage with the daily email and whether this type of curated content could be a resource for the larger alumni community. Those who were opted into the cohort received messaging letting them know about the pilot and had the opportunity to opt out at any time. The pilot wraps up this October, and we will be doing a comprehensive report later this winter to determine next steps. So far, we are seeing good engagement with Daily Gazette content across this university-wide cohort.

Harvard Alumni Gazette Newsletter (HAG)

This summer, the Engagement Marketing team took over the editorial direction of the HAG, AA&D's monthly newsletter for alumni. Through December, we will be developing a variable testing calendar to determine best send time/day, sender profile, subject line structure, and we are also regularly mapping engagement with content. Starting in January and after the aforementioned Daily Gazette pilot wraps up, we will explore the possibility of a segmented approach to the HAG.

HAA Social Media Update

Maintaining the number one spot on Twitter in the Ivy+ group, the HAA's Twitter account has reached 34,955 followers, which is 13,611 followers more than its closest competitor, MIT. The @HarvardAlumni account has tweeted 737 times since April; resulting in 1,832 mentions and 1,905 retweets. The HAA's Instagram account also continues to grow and remain in the top spot in the Ivies. We are now at 32,200 followers which is roughly 15,000 followers ahead of Stanford and our closest competition. Philip's @haapwlovejoy account featuring alumni worldwide and his ever-popular hat series has reached 1,179

followers. Our focus on Facebook for the past six months has been on driving conversation, as a result of this we've seen exponential growth in engagement year-over-year. The HAA Facebook page has grown to 6,397 page likes. Finally, the HAA's exclusive network for degree-holding alumni, Harvard Alumni Network on LinkedIn, has hit 16,418 members. We had over 1000 members of the Class of 2018 join after receiving their invite this past July. We continue to experiment with bringing more alumni voices into our social media channels including Instagram takeovers during events or key moments throughout the year.

Welcoming President Bacow Event Marketing

In early September we wrapped up our Welcome President Bacow event marketing for the HAA event in Detroit on 9/13. For this campaign, we split the invitation to send different messaging to those for whom we had record of past event attendance and those who did not. Within two email sends, we had reached nearly 250 registrations with open rates of 44% for those alumni for whom we had no attendance record and 42% for those who did. Average open rate for full the campaign was 37% with click-to-open rates ranging from 12-39%. Based on new data reporting tools for our event marketing, we can also see that Fridays had some of the best email engagement with most of the registrations for the event happening between Thursday and Saturday. Nearly 40% of those attending Larry's event in Detroit have no record of past event attendance.

STAFFING UPDATES:

The Clubs and SIGs team is happy to welcome Shae Callahan, as a new Assistant Director. Shae comes to us from the Harvard Kennedy School where she was an Alumni Relations Specialist. Shae's experience ranges from the development and implementation of engagement programs for both domestic and international alumni to even running point on HKS reunion weekends! She holds a Master of Higher Education from Northeastern and is an active alumni volunteer for her undergraduate alma mater, the University of New Hampshire.

Shae will be taking over for Joslyn Evans who was recently promoted to Associate Director. Shae will be responsible for managing Clubs east of the Mississippi and Europe, a small portfolio of Shared Interest Groups, the Global Networking Night program, and the Non-Profit Board Recruitment Fairs in Boston and New York.

The Travel team said a bittersweet farewell to Jessica Garcia, our staff assistant for more than five years who left us in June. To work at a non-profit organization promoting international education and exchange based in Portland, Maine. Her positive, can-do attitude, customer-focused attention, and hard work on our Spring Break programs have had an indelible impact on the HAA Travel team since she joined us in November 2012. As of September 10, we welcomed Juli Mikush, a 2017 graduate of Wheaton College who spent the spring of 2018 supporting the HAA's College Alumni Programs team. We are very excited to have her on the Travels team.

We have a smiling, new face at the front desk, welcoming Lissa Maxi to the HAA team. Lissa has been in the administrative field for over 6 years. She has worked in accounting firms, entertainment and other school settings like BU. Her expertise is in Life/Health Insurance, Business Management and mom-ing. She has truly enjoyed working here, building great relationships in such short time, and is honored to be a new member of the HAA family.

Jeff Douyon is the new Staff Assistant, supporting Volunteer Leadership and Kristen's work with College Alumni Programs. Jeff is a graduate of Northeastern University where he received a bachelor's degree in

Media Arts as well as Media and Screen Studies. Jeff is a familiar face around the HAA as a recent temporary Online Help Desk Assistant. In his free time, Jeff is active in the performing arts and his many creative pursuits. He will start on Monday, September 17 and will sit in the first seat in "The Row" adjacent to Sara Graham.

APPENDIX 1

2018 Election Results: Harvard Overseers and HAA Elected Directors

The president of the Harvard Alumni Association (HAA) announced Thursday the results of the annual election of new members of the Harvard Board of Overseers. The results were released at the annual meeting of the HAA following the University's 367th Commencement. The six newly elected Overseers are:

Geraldine Acuña-Sunshine, Boston, Massachusetts

AB '92 cum laude, MPP '96

President, Sunshine Care Foundation for Neurological Care and Research

Philip Hart Cullom, Gaithersburg, Maryland

MBA '88 with distinction

Vice Admiral (retired), U.S. Navy

Meredith "Max" Hodges, Boston, Massachusetts

AB '03 cum laude, MBA '10 with distinction

Executive Director, Boston Ballet

Marilyn Holifield, Miami, Florida

JD '72

Partner, Holland & Knight LLP

Diego A. Rodriguez, Palo Alto, California

MBA '01 with distinction

Executive Vice President, Chief Product and Design Officer, Intuit Inc.

Yvette Roubideaux, Washington, D.C.

AB '85 cum laude, MD '89, MPH '97

Director, Policy Research Center, National Congress of American Indians

Five of the new Overseers were elected for six-year terms. The sixth-place finisher, Diego Rodriguez, will serve the final two years of the unexpired term of Jane Lubchenco, who has stepped down in light of other professional obligations. The new Overseers were elected from a slate of eight candidates who were nominated by an HAA committee as prescribed by the election rules. Harvard degree holders cast 26,765 ballots in the election.

The primary function of the Board of Overseers is to encourage the University to maintain the highest attainable standards as a place of learning. Drawing on the diverse experience and expertise of its

members, the board exerts broad influence over the University's strategic direction, provides essential counsel to the University's leadership on priorities and plans, has the power of consent to certain actions (such as the election of members of the Harvard Corporation), and directs the visitation process by which a broad array of Harvard Schools and departments are periodically reviewed.

In addition, the six newly elected HAA Elected Directors are:

Collette Creppell, New Orleans, Louisiana

AB '82 cum laude, MArch '90 with distinction
University Architect, Brown University

Sid Espinosa, Palo Alto, California

MPP '00
Director of Philanthropy and Civic Engagement, Microsoft

Natosha Reid Rice, Atlanta, Georgia

AB '93 cum laude, JD '97
Associate General Counsel, Real Estate and Finance, Habitat for Humanity International; Associate Pastor, Historic Ebenezer Baptist Church

Krishnan Namboodiri Subrahmanian, Minneapolis, Minnesota

AB '03 magna cum laude
Attending Pediatrician, Hennepin County Medical Center and the University of Minnesota; Maternal Child Health Specialist, Partners in Health (COPE Program)

Bella T. Wong, Weston, Massachusetts

AB '82, EdM '91
Superintendent/Principal, Lincoln-Sudbury Regional High School

Rashid Muhammed Yasin, Nashville, Tennessee

SB '12 cum laude
PhD Student, Vanderbilt University

The six new Elected Directors were each elected for three-year terms. They were chosen from a slate of nine candidates, who were nominated by a Harvard Alumni Association committee as prescribed by the election rules. Harvard degree holders cast 27,537 ballots in the election.

The HAA Board of Directors is an advisory board that guides the fostering of alumni community building and creating University citizens of alumni and alumni volunteers. The main work of the Board of Directors focuses on developing volunteer leadership, increasing and deepening alumni engagement through an array of programs that support alumni communities worldwide.

APPENDIX 2

2018 Harvard Medalists (presented at Commencement, May 24, 2018)

Robert Coles AB '50

Robert N. Shapiro AB '72, JD '78

Alice "Acey" Welch AB '53

2018 Harvard Alumni Association Award Recipients (to be presented at the HAA fall Board Meeting, September 27, 2018)

Danguole Spakevicius Altman AB '81

Joseph F. X. Donovan Jr. AB '72

Paul J. Finnegan AB '75, MBA '82

C. Ronald Ostberg MArch '68

Harold I. "Harry" Pratt AB '59, LLB '63

Cynthia A. Torres AB '80, MBA '84

APPENDIX 3

Speakers Bureau:

The following Speakers Bureau events took place since the last HAA Board Meeting:

April 29: The Harvard Club of San Diego hosted Professor Maria Tatar for their annual brunch

April 30: As part of the same trip, Professor Tatar met with Harvardwood in Los Angeles to speak on "Words, Weapons, and Beauty: Fairytale Heroines Then and Now"

May 1: The Harvard Club of Ottawa hosted Professor Tim McCarthy for a discussion on "What's Going On?: Making Sense of U.S. Politics in a World Gone Mad"

May 2: The Harvard Club of Rhode Island held their annual dinner with Professor Vijay Iyer

May 3: The Harvard Club of Western North Carolina welcomed Professor Michael McElroy who spoke about "Energy and Climate: A Vision for the Future"

May 8: Professor Tim McCarthy presented on "Trump's Tweets – A Close Reading: Is there Meaning or Method to the Madness?" with the Harvard Club of Cincinnati for their annual dinner

May 10: The Harvard Club of West Virginia hosted Professor Joyce Chaplin who spoke on "Delicious! Setting the Table for a Food Exhibit at Harvard"

May 10: Professor Richard Cooper spoke to the Harvard Club of Merrimack Valley on "The Global Economy: A Glimpse at 2040"

May 11: The Harvard Club of Virginia hosted Professor Michael Klarman who spoke on "The Civil War & The Constitution"

May 11: Professor Tim McCarthy spoke to the Harvard Club of Sacramento about "Trump's Tweets -- A Close Reading: Is There Method or Meaning to the Madness?"

May 15: The Harvard Club of Arkansas hosted Professor Tim McCarthy who spoke about "Pedagogy and Privilege: Teaching the Value of Public Service and Social Justice"

May 15: The Harvard Asian American Alumni Alliance chapter in New York City welcomed Professor Ali Asani for a talk on "The Clash of Civilizations or the Clash of Ignorances?"

May 15: Professor Pamela Mason spoke to the Harvard Club of Western New York for their annual dinner

May 16: Professor Maria Tatar addressed the Harvard Club of Princeton for a discussion on fairy tales around the world

May 17: Sally Donahue, Director of Financial Aid, discussed "Then and Now: A Decade of Change in Admissions and Financial Aid at Harvard" with the Harvard Club of Northeast Ohio

May 18: The Harvard Club of Phoenix hosted Professor Ali Asani for a discussion on "Pluralism. Intolerance and the Quran"

May 18: GSE Professor Kay Merseth addressed the Harvard Alumni Association of Utah for a discussion on public education issues in the U.S. for their annual dinner

May 20: Professor Martin Puchner spoke to the Harvard-Radcliffe Club of Westchester County on “The Written World: The Power of Stories to Shape People, History, Civilization”

May 22: The Harvard Club of Dallas welcomed Professor Dan Shapiro for a discussion on “Negotiating the Non-Negotiable”

May 24: Professor Andrew Berry spoke to the Harvard Club of the North Shore on “Replaying the Tape of Life: How Predictable is Evolution?”

June 2: Professor Michael Klarman spoke to the Harvard Club of St. Louis on his latest book, *The Framers' Coup: The Making of the United States Constitution*

June 9: The Harvard Club in Maine hosted Professor Harry Lewis who discussed “Reinventing the Classroom, while Rethinking Education”

June 12: The Harvard-Radcliffe Club of Rochester hosted Margo Seltzer for a discussion on “New Trends in Education & Pedagogy: Flipped Classroom”

June 13: The Harvard Club in Concord welcomed Professor David Foster for a talk on “Reading and Conserving New England. Insights from the Land’s History and Future”

June 20: Professor Elsie Sunderland addressed the Harvard Club of Oregon and Southwest Washington on “The Impact of Climate Change on Public Health.”

June 21: The Harvard Club of Louisville hosted Professor Carol Saivetz who spoke on, “Russia and America under Putin and Trump”

June 21: Professor Caroline Light spoke to the Harvard Club of Georgia on “Gender, Race, and Consumption in the United States (or Consumer Culture)”

June 24: The Harvard Club of Southern California hosted Professor Jonathan Grindlay for a talk on “Discovering Stellar Black Holes in our Galaxy”

Upcoming Events:

October 30: The Harvard Club of Santa Barbara will host Professor Joyce Chaplin

November 1: Professor Tim McCarthy will address the Harvard Club of Louisiana

MEMORANDUM

To: HAA Board of Directors
From: Philip Lovejoy
Subject: Update on HAA Programs
Date: January 31, 2019
CC: HAA Committee Members

Dear HAA Board of Directors:

We have had a very successful first six months of the academic year, introducing President Larry Bacow to alumni in his hometown of Detroit, in New York, in San Diego and at the fall college reunions here in Cambridge. We have at least six more events with Larry in the coming six months. We were also excited to welcome the new vice president of alumni affairs and development, Brian Lee, just before Thanksgiving. I look forward to you all meeting him at our upcoming meetings. Our Global Networking Night continues to be a hugely successful endeavor, with events in 108 cities around the world attracting over 8000 alumni and friends. Our network is connecting and is energized.

As I settle into my fifth year as executive director of this extraordinary organization, I find myself reflecting on the vastness of our enterprise. I have spent a good bit of time traveling across the U.S. this year, meeting with volunteers where you are - in your home towns. Everywhere I go, I get to sit down with dedicated volunteers and hear stories of success and challenge. And I always come away impressed by the commitment and hard work of our alumni to support the HAA and the University. We also come away with lots of ideas, and opportunities that would benefit from collective knowledge to find solutions. It is within the context of our board meetings and leadership meetings that these kinds of issues get raised, that successes get shared, and that we all work together to build strong communities for alumni and Harvard.

As we plan for the future, what I learn on the road also informs our direction. Seeds of ideas for board initiatives, larger strategic opportunities for community organizing in today's world, and exciting innovations all come from our far reaching network of volunteers and steer us to the future. I look forward to working with all of you as we continually strive to be the best organization in support of the most extraordinary network of individuals, and one of the world's finest institutions.

Thank you for all you do, and I look forward to seeing you in a few short days.

VOLUNTEER

Volunteers are the lifeblood of the HAA. Listed below are the programs that happen only because of the hard work of our volunteers, and the various activities we produced that are focused on supporting and cultivating our volunteer network.

The 2018-2019 HAA Board of Directors

The Board continues to focus on fostering alumni community building and creating University citizens of our alumni volunteers and alumni broadly through the work being done this year. In addition to the ongoing efforts in the committees to support their specific alumni communities, the initiatives are focused on: inclusion and belonging in alumni communities via goal setting and exploration of applications to our constituencies in tactical and aspirational ways; learning how alumni volunteers and communities use digital platforms to create shared experiences and engage with one another beyond event/programming promotion or efforts to increase membership; and using the collective knowledge and expertise of HAA volunteer leaders to address some common challenges of leading and motivating volunteers. The onBOARD initiative continues to orient volunteers to the Board and foster a community for our newest members. Now in its third year, it is taking steps to better understand the program's impact.

Committee to Nominate Overseers and Elected Directors

The Nominating Committee selected a slate of nine candidates for Harvard Overseer and nine candidates for HAA Elected Director. Ballots will be sent via mail and email (!) to eligible voters by April 1 and must be received by Tuesday, May 21 at 5pm, to be counted. All holders of Harvard degrees, except Corporation members and officers of instruction and government at Harvard, are entitled to vote for Overseer candidates. The election for HAA directors is open to all Harvard degree holders. (See Appendix 1, page 12, for the complete slates.) This will be the first such election to provide the option of online voting.

Commencement 2019

Planning is underway for Harvard's 368th Commencement to be held on Thursday, May 30, 2019. All alumni are invited to attend the alumni luncheon and Annual Meeting of the Harvard Alumni Association (a.k.a. the Afternoon Program) on Commencement Day. The Afternoon Program will be hosted by HAA President Margaret M. Wang AB '09 and includes remarks by Harvard University President Lawrence S. Bacow and Commencement speaker German Chancellor Angela D. Merkel; an introduction of the chief marshal; announcement of Harvard Overseer and HAA Director election results; and the presentation of the Harvard Medals.

Crimson Connect – Social Ambassador Program

Crimson Connect has grown to 1,179 social ambassadors from 215 ambassadors after our launch in August. Throughout the last few months we've been able to share content pieces related to President Bacow's Inauguration events, Harvard-Yale, Commencement, and a number of alumni profiles and stories from across the University. Looking ahead we'll be sharing content regarding Housing Day, Commencement, Reunions, and major Harvard news. Our next recruitment email will come after Global Networking Night, inviting attendees to join the program and continue the conversation.

European Club Leaders Meeting

The HAA welcomed nearly 70 participants to the 2018 European Club Leaders Meeting in Paris from October 12-14, 2018. The meeting was hosted by the Harvard Club of France and brought together leaders from 20 Clubs and four Shared Interest Groups to share best practices, exchange experience and leverage resources to strengthen their alumni communities.

International Meeting and Alumni Leadership Conference

Winter meeting attendees will see some new faces in Cambridge this winter as the HAA brings together Club and Shared Interest Group leaders from around the world for the International Meeting and Alumni Leadership Conference in Cambridge from February 6-8, 2019. More than 210 volunteer leaders representing 43 domestic Clubs, 42 international Clubs/Alumni Contacts, and 27 Shared Interest Groups will join us for these interwoven programs designed to strengthen volunteer leaders in service to their alumni communities. The meetings include panels, discussions, presentations, workshops and networking opportunities to provide tools and facilitate relationships amongst volunteer leaders and between these volunteers, the HAA, and relevant University units. International Meeting/Alumni Leadership Conference attendees and Board members will come together for meals and speakers on Thursday, February 7, and Friday, February 8, offering additional opportunity to build volunteer community. The theme of this year's Alumni Leadership Conference is "Innovation: How Clubs & SIGs Matter in 2019 and Beyond." The conference co-chairs are Vanessa Beary EdM '11, EdD '14, Harvard Alumni for Education, Harvard Club of Washington, D.C. and Katherine Kennedy AB '88, Harvard Alumni Association of Utah.

HAA Club and Shared Interest Group Awards

The HAA Club and Shared Interest Group awards will be presented when the Board comes together with International Meeting/Alumni Leadership Conference attendees for dinner on Thursday, February 7.

Awarded annually, the Club/SIG Recognition Award recognizes a Harvard Club or SIG for exceptional efforts resulting in outstanding and innovative achievements in areas including: membership, technology, succession planning, community service, outreach, schools and scholarship efforts, programming, or overall general improvement. This year's recipients of the the Club/SIG Recognition Awards are: the Harvard University Club of Brazil and Harvardwood.

The Outstanding Contribution Award recognizes a Harvard Club or SIG volunteer who has gone above and beyond the call of duty to make an exceptional contribution to his or her Club/SIG.

This year's recipients of the Outstanding Contribution Awards are Jeff Bartel AB '88 for his contributions to the Harvard Club of Miami and Jeannie Park AB '83 for her contributions to the Harvard Asian American Alumni Alliance.

New Alumni Communities

The Harvard Club of Kuwait is the newest Harvard Club, officially recognized by the HAA in the fall of 2018. In addition, the HAA has established new Alumni Contacts in Bahrain, Botswana, Dominican Republic, Tunisia, and Uruguay.

Harvard Asian American Alumni Alliance Global Summit

The HAA supported the Harvard Asian American Alumni Alliance (HAAAA) on their Third Global Summit, which took place October 26-28, 2018, in Cambridge. HAAAA welcomed about 350 alumni and guests for the weekend's activities.

PARTICIPATE

Participating in alumni programming is critical to building engagement. Below is a sampling of programs that the HAA staff have produced or supported since September.

College Class Reports

Editorial work on the 2019 Anniversary Reports is well underway with 17 books in active concurrent production for the 5th to 75th Reunions. New this year are a Red Book for the Class of 1944 75th Reunion and a poetry chapbook for the Class of 1969 in honor of its 50th Reunion. Most notably new is the Red Book for the First-Generation Harvard Alumni (FGHA) shared interest group, a pilot in University-wide alumni storytelling. Quite a few extraordinary stories have been received to date, and the HAA is extending the participation deadline to March 15 to accommodate a number of requests from alumni for a little extra time to write. Books are scheduled to be printed and distributed later this spring.

Harvard College Volunteer Assembly, September 29, 2018

The Harvard College Volunteer Assembly is an annual event which stewards and recognizes College volunteers across the spectrum of volunteer roles within the Harvard Alumni Association (HAA) and the Harvard College Fund (HCF). As in past years, the Assembly was held during the same weekend as the Harvard Alumni Association (HAA) Board of Directors meetings. The Assembly rallies the volunteer leadership of The Harvard Campaign for Arts and Sciences, Harvard College Fund, Parents Engagement Committee, Graduate School Fund, and Harvard Alumni Association for the beginning of a new year in leadership and fundraising. This year, over 300 Harvard and Radcliffe College alumni/ae and guests registered for the program.

Harvard and Radcliffe College Fall Reunions, October 11-14, 2018

The College Alumni Programs (CAP) Reunions team worked in partnership with Class Reunion Committees to plan successful reunions, welcoming back over 1,700 alumni and guests this past fall of the College classes of 1973, 1978, 1988. As a part of the College reunions, the HAA sponsored “A Conversation with President Bacow” on October 12, 2018. During this fireside chat-style talk, President Bacow and moderator Deval L. Patrick AB '78, JD '82, Managing Director, Bain Capital Double Impact and Former Governor of Massachusetts, discussed the current state of the University and issues of interest to alumni, including the environment, the future of liberal arts education, sexual assault, and a number of other issues. Also during Fall Reunions, the HAA organized “Alumni Class Visits” in which alumni were given a unique opportunity to step back into the classrooms and sit-in on lectures from faculty across the College. Classes included ones such as “Beyoncé Feminism, Rihanna Womanism: Popular Music and Black Feminist Theory,” “Foundations of Biological Diversity,” and “Cultural Economics.”

Welcoming Lawrence S. Bacow

On October 25, the HAA, the Harvard Club of New York, and the Smithsonian National Museum of the American Indian co-hosted the Welcoming Lawrence S. Bacow: New York event. Over 500 alumni and friends gathered together at this sold-out program at the Smithsonian National Museum of the American Indian in Manhattan. President Bacow addressed the New York area alumni speaking about his goals for the future of Harvard and the importance of the alumni community to that future.

On November 29, the Harvard Club of San Diego and the HAA co-hosted the third alumni event with President Bacow: Welcoming Lawrence S. Bacow: San Diego. Over 200 alumni and friends of the Harvard community gathered together at this sold-out event at The San Diego Museum of Art. President Bacow was joined by former HAA Elected Director Judge Yvonne Campos JD '88 in a fireside chat conversation.

They discussed Harvard's role in today's political climate, the role of Harvard in combating the opioid crisis, and the progress of the Allston campus

Welcome to your City, October 18, 2018

Welcome to Your City is an event series organized by the College Alumni Engagement team in conjunction with Class Activities Chairs and Club volunteers. These events provide opportunities for recent alumni of the College to meet and connect with one another, while welcoming the youngest class of alumni to their new cities. This year we invited 18,290 members of the College Classes of 2004-2018 to events in 38 cities around the world. 1,381 alumni registered and 197 guests registered for the events.

InstaHarvard, November 2018

Recent (and some not-so-recent) Graduate School alumni connected over the course of four instaHarvard events this November. The Harvard Club of Southern California, the Harvard Club of Chicago, the Harvard Club of San Diego, and the Harvard Club of New York all hosted programs, with a total attendance of over 400 recent graduates looking to network and connect with other alums of Harvard's graduate and professional schools.

The Game: Harvard-Yale - November 17, 2018

The 135rd Harvard-Yale football game brought thousands of alumni to historic Fenway Park in November. To celebrate the new venue for the rivalry, the College Alumni Programs team hosted a pre-game brunch and game watch party at the House of Blues Boston. Over 500 alumni and guests registered for the event. Alumni were also welcomed home to their Houses for alumni events over the weekend, with many residential houses hosting events for their alumni, including a Friday night meetups and Sunday brunches.

Midyear Graduates Recognition Ceremony, November 30, 2018

The College minted 117 new alumni as midyear graduates completed their studies. The HAA welcomed these new alums with the Midyear Graduate Recognition Ceremony, which drew 300 students, guests, faculty and staff on November 30. The program included Danoff Dean of Harvard College, Marvin Bower Professor of Leadership Development, Professor of Sociology and Faculty Dean of Cabot House Rakesh Khurana; Assistant Head Tutor, Integrative Biology, Associate of Population Genetics in the Museum of Comparative Zoology; Lecturer on Organismic and Evolutionary Biology, Andrew Berry; student speaker Julia Canick '17; and Senior Director of College Alumni Programs Kristen DeAmicis to welcome the graduates into the alumni community. News about the event is available at <https://news.harvard.edu/gazette/story/2018/12/harvards-midyear-graduates-share-lessons-learned/>.

Saturday of Symposia, December 1, 2018

The Harvard Club of Boston and HAA co-hosted the 38th annual Saturday of Symposia on December 1. Over 270 alumni and guests attended a half day of learning held at the Harvard Club of Boston. The morning lectures were led by faculty Professor Karin Öberg; Harvard Business School Professor Willy Shih; Harvard Kennedy School Professor Kathryn Sikkink; and Professor Emeritus Werner Sollors. After the morning sessions had completed, a keynote luncheon with Tomiko Brown Nagin, Dean of the Radcliffe Institute for Advanced Study, Daniel P.S. Paul Professor of Constitutional Law at Harvard Law School, Faculty of Arts and Sciences Professor of History, on the topic of "The Constitution, the Court, and Social Change."

HAA Undergraduate Info Session, December 6, 2018

Organized by the Building Community Committee of the HAA Board, Harvard College undergraduates were invited to learn more about the Harvard Alumni Association, including how to use the HAA Alumni Directory and the Career Network to connect with alumni.

Winter Term & Wintersession Student-Alumni Engagement, January 2019

Once again, The HAA partnered with a number of College offices, as well as two Harvard Clubs, to facilitate enriching opportunities for students over winter break and wintersession. Highlights are below;

Seattle Mentorship Program

Seattle | January 7–15

The Harvard Club of Seattle connected students with local alumni working in healthcare, nonprofits, startups, and technology through Mentorship Meetings, small group discussions between students and alumni.

L.A. Finance Trek

Los Angeles | January 15–16

The Harvard Club of Southern California organized a two-day Los Angeles Finance Trek, allowing students interested in a career in finance to observe and ask questions, receive hands-on experience, learn about an organization, and build relationships.

January Arts and Media Seminars (JAMS!)

Cambridge | January 22–25

Exciting workshops sponsored by the Office for the Arts included Topical Joke Writing with Nell Scovell AB '82 and Portraiture: The Original Selfie with Stephen Coit AB '71

Feed Your Senior Thesis Creativity

Cambridge | January 24

Seniors back on campus early to work on a thesis enjoyed a much-deserved study break dinner at the Harvard Alumni Association. Alumni thesis writers were on hand to share their experiences and best practices to help the seniors navigate the final months of writing a thesis.

Public Interested Conference, February 2, 2019

On Saturday, February 2, hundreds of Harvard alumni and students came together at the eight annual [Public Interested Conference](#). Planned in collaboration with the Phillips Brooks House Center for Public Service and Engaged Scholarship, the Center for Public Interest Careers, the Institute of Politics, the Office of Career Services, the Office of Sustainability, the Phillips Brooks House Association, and the Public Service Network, alumni shared their experiences working in public service fields, discussed their career and educational paths, and networked with students, inspiring them to pursue public interest careers.

University-wide Alumni Engagement and Events Overview: Since the Fall 2018 Board meeting, the University-wide Alumni Engagement and Events team has hosted or co-hosted 11 events with an estimated total of over 3,900 registrants and over 2,500 attendees, working with internal HAA teams as well as seven cosponsors from across the University and the Harvard network. Audio recordings from many of our live events are posted the HAA's SoundCloud page. Recent files have attracted over 5,100 listeners. Highlights of these events include:

Over 520 alumnae and alumni from across the globe logged in to take part in an interactive webinar, entitled Prototyping Your Life. The webinar focused on how to utilize networking and inspirational interviews to help design your life hosted by Gabrielle Santa-Donato EdM '12. This program is part of an ongoing webinar series created in collaboration with the Board's Career and Networking Initiative and Matthew Temple AB '86. Collectively, the webinars have yielded over 20,000 views between five videos on the HAA's YouTube page.

The opportunity to learn about the home buying process and to hear from professionals in this area drew 126 alumni and their partners to the Home Ownership: Demystifying the Process event. Speakers from the Faculty Real Estate and Brokerage Office at Harvard University and from Citizens Bank led a 90 minute program to a sold-out audience on how to navigate the home-buying experience.

The chance to explore and learn at the Harvard Forest made the Connect, Collaborate, and Conserve: Hike and Talk at the Harvard Forest event sell out quickly. Led by Harvard Forest Director David Foster, 48 alumni and guests were given a history of the Harvard Forest, lessons on conservation, and then treated to a hike in the Forest with current students to witness the Harvard Forest's ongoing efforts up close.

Speakers Bureau

Since the fall Board meeting, six Clubs have hosted Speakers Bureau events and there are currently 25 Speakers Bureau events scheduled for 2019. See the Appendix II, page 14 for a full listing of these events.

Harvard Prize Book Program

Sponsored by local Clubs and Shared Interest Groups, Harvard Prize Books are awarded to outstanding students in the next-to-graduating high school class (high school juniors in the US) who display excellence in scholarship and high character, combined with achievement in other fields. In 2018, more than 2050 Prize Books awarded through 158 Clubs, SIGs, and Alumni Contacts around the world. And individuals participating via purchases from the Harvard COOP. More than 500 Prize Books were awarded across 48 Clubs and Contacts around the world via purchases through other vendors. The 2019 Prize book cycle is currently underway.

Travel

Since the October Board meeting, Harvard Alumni Travels has operated 13 trips including one for the Harvard Museums of Science & Culture and one for the Harvard Art Museum. These programs visited 14 different countries and featured 14 different Harvard study leaders (including one spousal lecture team). Programs of note include On the Road to Freedom in Montgomery and Selma: Understanding the Civil Rights Movement in November with Tim McCarthy, our first Egypt trip since 2011 and a Family Tanzania Safari featuring a highly successful public service component where our group worked on a community garden.

We closed Calendar Year 2018 with the highest number of bookings since 2005, up 10.5% over the previous year. We attribute the success to the earlier catalog drop (moved from the fall to the spring), providing a larger booking window. The program is currently busy preparing for the Spring Break trips in March, as well as the 2020 trip catalog, which is scheduled for an April release.

President Larry Bacow Inauguration

This past October, the Harvard alumni community was out in full force for President Bacow's inauguration and the Bacow Block Party following the event. Approximately 5,000 alumni and their guests registered for President Bacow's inauguration and more 1,500 of this group attended, demonstrating how strongly alumni felt about participating in this historic Harvard event. Email engagement throughout the campaign saw good open rates between 30-40%.

Global Networking Night

On Wednesday, January 9, alumni in [108 cities](#) came together for Global Networking Night. Hosted by Harvard Clubs, Shared Interest Groups, and/or Alumni Contacts in each location, the event brought together 8,147 participants worldwide hosted by 100 Clubs, eight Shared Interest Groups and 11 Alumni Contacts. Additionally, 23 SIGs took advantage of marketing on the GNN registration form.

HAA Alumni Directory and HarvardKey

As of the start of 2019, approximately 135,000 have claimed HarvardKey and 76,000 alumni have logged into the HAA Alumni Directory. More than 95% of current HAA board members have claimed HarvardKey, and approximately 80% of board members have logged into the Alumni Directory at least once—go HAA board! Top schools with HKey claims and Directory logins remain the College, GSAS, HLS, and HBS, in that order. In turn, the biggest cohort of alumni, now close to 26,000, who have logged into the Directory are under the age of 35, with logins decreasing with each age cohort.

Harvard Alumni World MasterCard (Harvard Alumni Card)

Harvard Alumni Card currently has nearly 9,357 cardholders as of the end of 2018 compared with 9,231 as of the last update. A new card introductory APR offer of 0.00% launched in October which was particularly successful, resulting in more than 150 newly opened cards. This winter, preparations are underway for HUECU presence at Harvard hockey games hosting the Chuck-A-Puck table, a post-holiday balance transfer campaign as well further research to enhance the program for alumni.

The HUECU recently sent out a survey to alumni to glean more understanding of why they might be interested in the card. The HAA and the HUECU are currently wrapping up negotiations for the program's contract, which is up in June of this year. We will renew for the next seven years.

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.

HAA eEVENTS Newsletter

Building on the work this fall using data and experimentation to inform our strategic approach to the newsletter, we have continued to iterate on our variable testing and segmentation strategies. By using geographic segmentation to target available content, we have been able to improve the relevancy of the events displayed resulting in increased CTR (click through rate) and CTOR (click to open rate) numbers indicating strong interest in content. We continue to see open rates push to 30% and above, which is still where each newsletter sits, with higher rates for sends that are more state-specific like Texas, California, Massachusetts, Florida, and international cohorts.

Daily Gazette Pilot

A cohort of approximately 15,000 alumni were chosen at random to receive the Daily Gazette, an email of curated news content sent from Harvard's Public Affairs and Communications department. The goal of this pilot program was to determine how alumni engage with the daily email and whether this type of curated content could be a resource for the larger alumni community. The pilot officially ended in October to very promising results. In the post-pilot survey, 82% reported that they would recommend the Daily Gazette to other alumni. In turn, 50% of respondents who completed the survey shared qualitative feedback that was overwhelmingly positive—ranging from “the Gazette makes me feel more connected to the Harvard community” to “I often share these stories on Facebook” to “I’m very grateful to have such a succinct and convenient way of keeping up with Harvard,” and many more. Of the 15,000 who participated in the pilot, 79% opened at least one email, and 45% clicked on at least one story, with more than 20% opening every day, on average. An in depth analysis showed that despite receiving a daily email, email engagement did not dip for this cohort. We are in the process of determining next steps for how we might grow this pilot.

Harvard Alumni Gazette Newsletter (HAG)

The HAA took over the strategy and deployment for the Harvard Alumni Gazette this past July, our monthly newsletter with news from across Harvard. Since then, through carefully monitoring content that is of interest to our community, click-through rates now consistently range from 3-5%, up from 2-3.5% in the months previous to July, and click-to open rates range from 10%-16% per send, up from 8-12%. Open rates range from 25-30% per send, and have slowly been increasing with December's send hitting 30%. In 2019, we plan to push click and open rates even higher as we begin developing a segmentation and personalization strategy for the newsletter.

Welcoming President Bacow Event Marketing

The HAA continued to introduce Larry to regional alumni communities this fall with events in NYC and San Diego. NYC's campaign ran for 6 weeks, registering nearly 800 attendees (a sold out event) with an average open rate of 37.7% and CTOR of 12.8%. San Diego proved to be a late-registering location with more registrations coming through in the few weeks before the event. Through additional segmented email sends and alumni senders we were able to implement a number of new strategies to reach audiences, including a personal invite from Admissions to Schools & Scholarships volunteers in the area, a 50th reunion mini-meet up at the event, four alumni senders and a message from Larry Bacow to registrants. The campaign ran for 5 weeks registering nearly 300 attendees (a sold out event), with an average open rate of 47.2% and CTOR of 13.8%.

GNN Event Marketing

Following a successful pattern of growth year over year, this year's GNN events continued their upward trajectory in alumni engagement. Our email campaign ran for approximately one month, driving 8,147 registrations and city sell-outs in 17 of the 108 cities world-wide. Preliminary results from the GNN social campaign include more than 160 photos shared with HAA throughout the day across Twitter, Facebook, and Instagram, and nearly 3,000 views on our Instagram story. In addition, as part of our social media program, we are working to build out a social reporting process to give greater transparency to the work we're doing and how it serves as an alumni engagement tool.

Upcoming Class of 2019 Grad Appeal and Mid-year Grad Appeal

With the goal of connecting the Class of 2019 with HAA resources and encouraging them to engage with the Alumni Directory, the Grad Appeal email marketing campaign will run this spring and summer. Last year, seniors and University-wide graduates received segmented messages as part of an automated

“email journey”—their path dependent on their level of engagement with the previous message. The 2019 marketing campaign will build on a successful campaign in 2018, which showed increased Directory logins from the previous year. In addition to driving engagement with the Alumni Directory, the campaign will drive participation in our LinkedIn Group, awareness of Clubs and SIGS, engagement on Facebook and Instagram, and more.

A similar campaign for Mid-Year Graduates of the College kicked off in November with a welcome message from Philip, which had an 82% open rate and 9.2% Click-Through Rate. The Matriculation Grad Appeal, a series of messages that will be sent to first-year students of the graduate and professional schools and an outcome of Clubs and SIGS: Fostering A Uwide Community Committee, is also in progress to launch this winter.

Social Media Update

Topping the Ivy+ group, the HAA’s Instagram account has reached 40,206 followers which is 22,961 more followers than our closest competition Stanford. Throughout this timeframe we had over 58,000 likes on our Instagram content. It has grown 42% between August and January. Our Twitter account has also maintained the number one spot in the Ivies, reaching 36,170 followers, which is 14,293 more followers than our closest competitor MIT. This accounts for a 3.5% increase over the last few months, tweeting 770 times since August; resulting in 2148 retweets and 2,023 mentions. The HAA Facebook Page’s following has increased to 8,336, a 30% increase since August. The last few month’s social campaigns include President Bacow’s Inauguration, President Bacow’s events in Detroit/NYC/San Diego, Harvard-Yale, Fall Reunions, and Welcome to Your City. Coming up we’ll expect great engagement around Global Networking Night, Public Interested, Housing Day, and Commencement season.

Harvard – Yale 2018 Social Media Campaign

During our month long social campaign we ran for Harvard-Yale, we shared Club/SIG watch-party information, Crimson Watch Party information, and a lot of nostalgic content from past games. Our content across Twitter, Facebook and Instagram did well with throwback photos and fun facts always performing best across platforms. We had a number of photos shared with us by alumni from Fenway on the day of The Game and we shared photos from the House of Blues to showcase the Crimson Watch Party.

HAA Civic Engagement Video Campaign

This fall we launched a series of videos featuring alumni who work in the public sector/civic engagement field. Filmed at last year’s Spring Board meeting and during Reunion 2018, the campaign featured nine interviews with alumni from across the University edited down into one minute clips to be shared across @harvardalumni social channels. These posts saw significant reach and engagement across all channels with video reach and total views out-performing other videos on Facebook, especially. Many thanks to the volunteers who participated in these videos.

STAFFING UPDATE:

Bradon “Brady” Detwiler has recently joined the HAA. Brady’s new role as an HAA staff assistant will support both Sarah Karmon and the University-wide Alumni Engagement and Events team. His position will include event and administrative support, alumni and faculty research and reporting, and assistance for cross-departmental initiatives within the Harvard Alumni Association. Brady should be a familiar face, as he joins the HAA from the University Development Office, where he has been supporting the Director of University Donor Engagement and the Director of Communications Content Strategy in monumental efforts around the closing of the Harvard Campaign.

Erin Mackey Kistler has transitioned to a new role as Director of Clubs and Shared Interest Group. Erin joined the HAA in 2012, first as a member of the Digital Engagement team before moving to the College Alumni Engagement team, where she served as Senior Associate Director. During her time in the HAA, Erin has drawn on her many talents and experience to take on a wide-ranging portfolio of partnered efforts from restructuring the Class treasuries and transitioning the Classes onto new digital communications tools, to piloting new ticketing processes for Commencement and Class Day, to the merging of the Senior Class Committee and Senior Gift (to name just a few!). In each instance, Erin’s strategic and collaborative approach and calm demeanor ensured the program/project both served the goals of HAA and supported the needs of our alumni. Throughout her time at the HAA, Erin has built strong relationships with our alumni volunteers and colleagues across AA&D and the University, efforts from which we will continue to benefit as she moves into her new role.

Sara Graham has been promoted to Assistant Director of Volunteer Leadership. During her 6 year tenure at the HAA, Sara has held several roles within the Volunteer Leadership and Clubs and SIGs departments. In her new role, Sara will work closely with HAA onBOARD, the Awards Committee and the HAA Nominating Committee as well as taking on responsibilities with the Chief Marshal Spread.

Maggie Dawson has recently moved into a new position as the Information Center and Digital Content Manager for Harvard University’s Welcome Center. Many volunteers worked closely with Maggie over the last two years as she administered day-to-day support for Club & Shared Interest Group websites and digital tools. While staff and volunteers will miss Maggie’s cheerful demeanor, expertise and “can-do” spirit in the HAA office, she hasn’t gone far - stop by the Welcome Center in the Smith Center to say hello!

APPENDIX I

This spring, alumni can vote for a new group of Harvard Overseers and [Harvard Alumni Association](#) (HAA) Elected Directors.

Ballots will be sent no later than April 1. Completed ballots must be received by 5:00 p.m. EDT on Tuesday, May 21, to be counted. All holders of Harvard degrees, except Corporation members and officers of instruction and government at Harvard, are entitled to vote for Overseer candidates. The election for HAA directors is open to all Harvard degree holders.

Candidates for Overseer may also be nominated by petition. Eligible voters may go to elections.harvard.edu for more information. The deadline for all petitions is February 1.

The HAA Nominating Committee has proposed the following candidates in 2019:

For Overseer:

Danguole Spakevicius Altman AB '81 magna cum laude

Founder, Vapogenix Inc.
Houston, Texas

Alice Hm Chen MPH '01

Chief Medical Officer and Deputy Director, San Francisco Health Network
Berkeley, CA

Scott C. Collins AB '87 magna cum laude, JD '90 cum laude

Managing Director and Chief Operating Officer, Summit Partners
Boston, Massachusetts

Janet Echelman AB '87 magna cum laude

Visual Artist, Studio Echelman
Brookline, Massachusetts

Vivian Hunt DBE AB '89 cum laude, MBA '95

Managing Partner, U.K. and Ireland, McKinsey & Company, Inc.
London, England

Tyler Jacks AB '83 magna cum laude

Director, Koch Institute for Integrative Cancer Research, Massachusetts Institute of Technology
Cambridge, Massachusetts

John B. King Jr. AB '96 ('95) magna cum laude

President and Chief Executive Officer, The Education Trust
Washington, D.C.

Reshma Saujani MPP '99

Founder and Chief Executive Officer, Girls Who Code
New York, New York

Ryan Wise EdLD '13

Director, Iowa Department of Education
Des Moines, Iowa

For Elected Director:

George C. Alex AB '81 cum laude

Chief Executive Officer, Twin Oaks Capital
Cohasset, Massachusetts

Bryan C. Barnhill II AB '08

City Manager, City Solutions, Ford Smart Mobility
Detroit, Michigan

Ethel Billie Branch AB '01 cum laude, JD '08, MPP '08

Attorney General, The Navajo Nation
Window Rock, Arizona

Salomé Cissal de Ugarte LLM '94

Managing Partner, Hogan Lovells
Brussels, Belgium

Adrienne E. Dominguez AB '90 cum laude

Partner, Intellectual Property, Thompson & Knight LLP
Dallas, Texas

Michael J. Gaw AB '90 magna cum laude

Assistant Director, Division of Trading and Markets, U.S. Securities and Exchange Commission
Alexandria, Virginia

Christina Lewis AB '02 cum laude

Founder and Chief Executive Officer, All Star Code
New York, New York

Zandile H. Moyo AB '00 cum laude

Consultant, Strategy & Financial Advisory Services
Indian Springs, Alabama

Derek C. M. van Bever MBA '88, MDiv '11

Senior Lecturer and Director of the Forum for Growth & Innovation, Harvard Business School
Cambridge, Massachusetts

The HAA Nominating Committee has nominated nine candidates for Overseer rather than the usual eight. This reflects an additional vacancy on the board created by the departure of James Hildreth, who has stepped down in light of other professional obligations.

APPENDIX II

Speakers Bureau Events

- October 30: The Harvard Club of Santa Barbara hosted Professor Joyce Chaplin speaking on, “Delicious! Setting the Table for a Food Exhibit at Harvard”
- November 3: Professor Michael Brenner spoke to the Harvard Club in Maine on “ Science & Cooking: From Haute Cuisine to Soft Matter Science”
- November 11: The Harvard-Radcliffe Club of Hudson Valley hosted Professor Charles Maier on “World War I, Origins and Consequences: The Continuing Debate”
- January 12: The Harvard Club of Austin hosted Professor Andrew Berry who spoke on, “Finding the Genes that Make Humans Human”
- January 26: The Harvard Club of Miami welcomed Professor Michael Brenner who spoke on, “Science and Cooking: From Haute Cuisine to the Science of Soft Matter”
- January 31: Dr. Daniel Kurtzkes of the Medical School spoke to the Harvard Club of Naples on “Influenza: Why is There No Cure?”
- February 6: The Harvard Club of Cincinnati will celebrate 150 years with Professor Gregory Mankiw who will present on, “Today’s Economy and its Discontents”
- February 21: The Harvard Alumni Association of Utah will welcome Jodi Goldstein, Executive Director of the Harvard Innovation Labs
- February 26: Professor Benjamin Friedman will meet with members of the Harvard Club of Wisconsin to discuss “Robots and Artificial Intelligence: The Challenge to America's Economy, Society, and Politics”
- February 28: Dr. Gautam Mukunda will speak to the Harvard Club of Central Florida about “High Impact Leadership”
- March 21: Professor Linda Schlossberg will speak to Harvardwood in Los Angeles on “Dystopic Literature in the Age of Trump.”
- March 21: The Harvard Club of Puerto Rico will host Professor Susan Crawford who will address the group on “The Coming Tech Revolution”
- March 26: The Harvard Club of Delaware will host Professor Donna Hicks for their annual dinner speaking on dignity, leadership, and conflict resolution
- March 28: HBS Professor David Yoffie will be speaking to the Harvard Club of British Columbia on his book, *Strategy Rules: Five Timeless Lessons from Bill Gates, Andy Grove, and Steve Jobs*
- March 28: The Harvard Club of Quebec will host Professor Michael Klarman for a presentation on President Trump and the unique threat he poses to democracy and the rule of law
- March 30: The Harvard Club of Long Island will host HKS Professor Matthew Baum for a discussion on the media and democracy
- April 4: Professor Daniel Nocera will speak to the Harvard Club of Santa Barbara on “Fuels and Food from Sunlight”
- April 5: Professor Michael Klarman will speak to the Harvard Club of Virginia on “Trump, Democracy, and the Constitution”
- April 23: Professor Ashish Jha will speak to the Harvard Alumni in Global Development SIG in Washington D.C. on “International Comparisons of Health Systems”
- April 25: University Archivist, Megan Sniffin-Marinoff will speak to members of the Harvard Club of Fairfield County
- May 1: The Harvard Club of New Jersey will welcome HLS Professor Susan Crawford for their annual dinner
- May 2: Professor Daniel Nocera will speak to the Harvard Club of Dallas on “Sunlight, Air and Water: Food and Fuel for All”

- May 8-9: Professor Eugene Soltes will do two events in Des Moines and Cedar Rapids for the Harvard Club of Iowa
- May 10: The Harvard Alumni Global Financial Markets Forum will host Professor Glenn Cohen who will address the group on medical ethics
- May 18: The Harvard Club in Maine will welcome Professor Donna Hicks for their annual dinner
- May 19: The Harvard Club of San Diego will host Professor Harry Lewis
- May 20: Professor Harry Lewis will then travel to Seattle to speak to the Harvard Alumni for Education chapter
- May 21: Professor Tim McCarthy will meet with members of the Harvard Club of Merrimack Valley for their annual meeting
- June 13: The Harvard Club of Western Pennsylvania will welcome Professor Susan Crawford who will make remarks on “Autonomous Vehicles and Other Conundrums”
- June 13: Professor Tim McCarthy will present to the Harvard-Radcliffe Club of Rochester about public service and social justice

MEMORANDUM

To: HAA Board of Directors
From: Philip Lovejoy
Subject: Update on HAA Programs
Date: April 26, 2019
CC: HAA Committee Members

Dear HAA Board of Directors:

Spring is upon us, at last! I look forward to seeing you all on May 2-4th for our spring meeting. Attached is our regular update of HAA activities. We have had a successful year of introducing President Bacow to alumni around the world, while continuing our focus on strengthening alumni communities, and connecting alumni to Harvard.

In my mind the most momentous event of this spring has been the advent of online voting for Overseers and HAA Elected Directors. After a comprehensive planning and implementation process, I am happy to report that early indications show that alumni really value the opportunity to vote online. This is the first significant change to the voting process since the advent of the postal ballot in 1916. I look forward to sharing analysis of the project with you when we meet in the fall.

Another project of note, which is indicative of a significant trend in our alumni communities, is the Harvard Club of Seattle's Crimson Achievement Program which is described in the attached report, and can be read about in the [Harvard Gazette](#). I point this out because not only is it a wonderful program that opens doors to educational opportunities for high school students, but it is also just one of many programs I have learned about as I have traveled the country. Programs in which Harvard alumni, through our clubs, SIGs, classes and other alumni groups are connecting to and serving their local communities. From Naples, to Houston, to ClassACT73 to name just a few I have come to know, there are so many wonderful examples of our alumni engaging and giving back.

May is our busiest month, with the spring board meeting, Commencement planning, college reunions, several major events, Class Day, Senior Week and so much more. It is an exciting time for alumni engagement, and we are grateful for all you do to support that work.

As ever, thank you for all you do for Harvard.

VOLUNTEER

Volunteers are the lifeblood of the HAA. Listed below are the programs that happen only because of the hard work of our volunteers, and the various activities we produced that are focused on supporting and cultivating our volunteer network.

Association of Harvard College Class Secretaries and Treasurers Annual Meeting

On Thursday, May 2, the Association of Harvard College Class Secretaries and Treasurers will gather for their 119th Annual Meeting. The meeting is an opportunity for officers across the classes to share best practices and advise on responsibilities for their respective positions. College Directors are included in this year's meeting, and the Association members will be joining the Board reception and dinner that evening.

Reunion Program Committees

Planning for spring and fall 2019 reunions are well underway. Most committees meet in person or by phone at least once a month. Committees and staff partners continue to explore ways to expand their reach and representation across the class through affiliations like House, concentration, geographic distribution, student activity, etc.

Senior Class Committee

The 2019 Senior Class Committee (SCC), under the guidance of College Alumni Engagement and the Harvard College Fund, has kicked off their senior spring. Now in its fourth year, the integrated structure incorporating Senior Gift and program efforts under a single umbrella organization continues to be well-received and we continue to work with the volunteers to refine the structure and forge their path forward. After a series of successful Senior Spring kickoff events including the Senior Champagne Brunch in Annenberg Hall, the committee and staff are now in the final planning stages for May events including Senior Week and Class Day Exercises.

The 2019-2020 HAA Board of Directors

This year the HAA Board celebrated the many ways our University-wide community is promoting positive change on campus and around the world and focused on continuity, relevance, and innovative thinking throughout our initiative and committee work. As this work is wrapping up, alumni volunteers are giving careful thought and consideration as to how the work completed and deliverables coming out of their Initiatives and Committees will be shared with volunteers and implemented. The HAA Director cohorts are also concluding their work and planning for this ongoing engagement efforts in FY20.

Alumni Awards Committee

Harvard Medalists, chosen by the Awards Committee, will be honored during the Annual Meeting of the Harvard Alumni Association (a.k.a. the Commencement Afternoon Program) on May 30. We are happy to announce the 2019 Harvard Medalists: Teresita Alvarez-Bjelland AB '76, MBA '79; Dan H. Fenn Jr. AB '44, AM '72; and Tamara Elliott Rogers AB '74.

Committee to Nominate Overseers and Elected Directors

In addition to paper ballots, online voting is now available for the Harvard Overseers and HAA Elected Directors elections! All votes must be cast and received in Cambridge by 5pm EDT on Tuesday, May 21. Results of the election will be announced Commencement afternoon on May 30.

Each year, the HAA Nominating Committee works hard to develop the slates for these elections (see Appendix 1, page 11). We hope you will vote and encourage your alumni community to vote as well.

New Alumni Communities

The HAA welcomed two new Shared Interest Groups into the fold in February with the approval of Investment Industry Harvard Alumni and Harvard Alumni Impact Alliance. The Harvard Club of South China, Guangdong, and Harvard Club of Egypt are the newest Harvard Clubs, officially recognized by the HAA in February and April, respectively.

Alumni Leadership Conference

More than 240 Club and Shared Interest Group leaders and Contacts attended the Alumni Leadership Conference in Cambridge February 7-8, 2019. Attendees included representation from 93 Clubs, 29 SIGs, and 5 HAA Alumni Contacts, and included 84 first time attendees. The conference is a key educational opportunity for Club and Shared Interest Group leaders, featuring robust dedicated pre-conference sessions for international leaders and new leaders, respectively, in addition to panels, presentations, roundtable discussions and organizational problem solving (step-back consulting) designed to strengthen volunteer leaders in service to their alumni communities and facilitate relationships amongst volunteer leaders and between these volunteers, the HAA, and relevant University units. Featured speakers included Vice Provost for International Affairs Mark Elliott, who addressed the international meeting, and Bruce and Bridgitt Evans Executive Director of Harvard Innovation Labs Jodi Goldstein.

Active Citizenship via Campus Connections

The Harvard Club of Seattle Crimson Achievement Program provides high-potential high school students with the opportunity to gain new learning, receive mentorship support from Harvard students and recent grads, and participate in enrichment opportunities that support their path to college, including a 9th-grade visit to Harvard and other Boston Area colleges. Drawn from Western Washington school districts that serve predominantly low-income populations, CAP Scholars, in turn, invest in the success of their communities by providing at least 10 annual hours of peer mentorship and college-prep service to other students in their districts. We welcomed the scholars to Cambridge in April, as the Club orchestrated their inaugural trip to Harvard's campus.

Regional Volunteer Communities

The HAA's efforts to facilitate connection and collaboration amongst our volunteer leaders in areas with large alumni populations continues, thanks to the strong partnership of our local Club & Shared Interest Group Directors.

- In February, Club and Shared Interest Group Leaders from South and Central Florida came together with HAA staff prior to the Welcoming Lawrence S. Bacow event in Miami to share challenges and best practices and identify opportunities for synergy and collaboration.
- Our Northern California alumni volunteer leadership group continued their quarterly convenings in March, to further the sharing of regional alumni engagement strategies and efforts across Clubs and Shared Interest Groups.
- The newly recognized Harvard Club of South China, Guangdong, hosted HAA staff and club leaders from the Harvard clubs of Beijing, Hong Kong, Shanghai, and Taiwan in Shenzhen the day after the five clubs co-hosted the Welcoming Lawrence S. Bacow event in Hong Kong, building bonds to strengthen and support alumni engagement in greater China.

Crimson Connect – Social Media Ambassador Program

Crimson Connect has grown to 1,402 social ambassadors which includes alumni from each School at Harvard as well as parents of College students. The program has participants from all 50 states as well as 54 countries so we're glad to see that our International alumni community is also taking part. We've been sending 2-3 messages a month, which have included features on new Overseer leadership, the

Chief Marshal, and Hasty Pudding. Looking ahead, we'll be sharing content regarding Commencement, Reunions, Harvard Medalists, and other major Harvard news. Our next recruitment email will invite the university-wide class of 2019 to join the program.

PARTICIPATE

Participating in alumni programming is critical to building engagement. Below is a sampling of programs that the HAA staff have produced or supported since February.

Class Reports

The Class Report Office recently sent the last set of spring Class Reports to press. This season the office published 14 books, which is three more than what is normally produced this time of year, including the Class of 1989 Thirtieth Report, a book typically produced in the fall, a special chapbook of poetry for the Class of 1969 Fiftieth Reunion, and a Class of 1944 75th Anniversary Report, the first-ever Class Report produced for this reunion. Notably, the Class of 1944 is led by Class Secretary Dan Fenn, who will be awarded the Harvard Medal on Commencement Day for his lifetime of service to Harvard. This year Dan rallied his classmates to a participation level of 50 percent in the Seventy-fifth Anniversary Report, which is extraordinary and demonstrates the lifelong engagement Dan has cultivated with his Class throughout his tenure as a class leader since graduation. Also, the Radcliffe Class of 1954 broke a participation record for a Sixty-fifth Anniversary Report, with over 53 percent participation, a wonderful milestone for a Radcliffe class that participated in the Red Book for the first time five years ago.

The Classes of 2014 and 2009 Fifth and Tenth showcased their creativity and fun in the Fifth and Tenth Reports with verse, cartoons, programming code, and create-your-own-adventure-style narratives, while both the Classes of 1964 and 1994 surpassed the participation of the five classes before them in their Fifty-fifth and Twenty-fifth Reports.

Speakers Bureau

The HAA Speakers Bureau Program provides Harvard Clubs and Shared Interest Groups with the annual opportunity to host distinguished members of the Harvard faculty and administration for an educational event, keeping local alumni connected to the rich intellectual life of the University. Since the winter board meeting, 23 Speakers Bureau events have been hosted by Harvard Clubs & Shared Interest Groups. There are currently fourteen events planned for the remainder of the academic year. For more information, please see the current list of FY 19 events in the Appendix II on page 13.

Welcoming Lawrence S. Bacow

Since last September, the HAA has hosted six successful programs introducing our new President to alumni around the country and around the globe. Since the Winter Board meeting, three presidential events have taken place:

- On February 26, the HAA, the Harvard Club of Miami, and the Harvard Black Alumni Society of South Florida co-hosted "Welcoming Lawrence S. Bacow: Miami." Over 300 alumni and friends of the Harvard community gathered together at the Adrienne Arsht Center for the Performing Arts. After welcoming remarks from Harvard Club of Miami President Jeff Bartel AB '88, President Bacow and Overseer Marilyn J. Holifield JD '72 took to the stage in a fireside chat. They discussed higher education in today's political climate, the role of Harvard in the opioid crisis, and the progress of the Allston campus, among other topics
- On March 18, the HAA, the Harvard Club of Hong Kong, the Harvard Club of Beijing, the Harvard Club of Shanghai, the Harvard Club of South China – Guangdong, and the Harvard Club of Taiwan, co-hosted "Welcoming Lawrence S. Bacow: Hong Kong." This was the fifth in this series

of presidential alumni events with President Bacow and his first international alumni event. Over 300 alumni and friends gathered together at this sold-out program at the Island Shangri-La Hotel. After welcoming remarks from Overseer Geraldine Acuña-Sunshine AB '92, MPP '96 and Harvard Club of Hong Kong President Calvin Lee GSASP '06, President Bacow spoke about his goals for the future of Harvard and the importance of the international alumni community to that future.

- On March 24, the HAA, the Harvard Club of Japan, and the Edwin O. Reischauer Institute for Japanese Studies at Harvard University co-hosted the sixth installment in this series with President Bacow. Over 220 alumni and friends gathered for “Welcoming Lawrence S. Bacow: Japan” at the Palace Hotel in Tokyo. After welcoming remarks from Philip Lovejoy, President Bacow and Harvard Club of Japan President Jun Tsusaka AB '83, MBA '88 took to the stage for a fireside chat. They discussed President Bacow’s top priorities, the issues of rising college tuition, and the impact of digital and online education.

Harvard Alumni Travels has sponsored 10 trips since the February 2018 meeting.

Three of these trips were Spring Break trips designed for alumni and Harvard students traveling together. For the 11th consecutive year, we offered a Greece trip in partnership with the Center for Hellenic Studies. We also offered a trip to Egypt where we collaborated with the American University in Cairo. as well as a program in the southern U.S. focusing on the Civil Rights Movement. Led by outstanding faculty and subsidized by alumni travelers, these programs allow students to experience educational travel while also connecting alumni back to the University. As part of the spring break program, Harvard Alumni Travels offered a number of travel scholarships to deserving Harvard College students. We received over 100 applications for the 2018 trips. After an internal review process including the trip study leaders and the Office for Financial Aid, we were able to award 8 travel scholarships to deserving students who would otherwise not be able to afford travel.

Looking ahead, Harvard Alumni Travels is currently putting the finishing touches on the 2019 catalog, which is scheduled to mail to Harvard households a full five months earlier than in previous years.

Senior Champagne Brunch

On Sunday, March 31st, the senior class gathered for the annual Champagne Brunch in Annenberg Hall. Hosted by the HAA and the Senior Class Committee, the event brought the entire class together to visit their freshman dorm mates and kickoff their Senior Spring.

Nonprofit Board Recruitment Fair

The HAA partnered with the Center for Public Interest Careers and the Harvard Club of New York City to host a Nonprofit Board Recruitment Fair April 15. The evening began with an alumni panel discussion on board service, followed by the fair, which drew a space-limited 50 nonprofit organizations (22 of those represented by Harvard alumni) and over 250 alumni and guests. The Boston Nonprofit Board Recruitment Fair will take place Thursday, May 9th.

Alumni Directory/HarvardKey Update

HarvardKey claims continue to rise, with 137,000 claimed so far; 10,000 since the start of 2019. Alumni under 35 have the highest number of claims at approximately 40,000, likely thanks to the fact that all graduating classes since 2016 graduated with a HarvardKey. We see claims decrease with age, starting with 31,000 for those 35-44, 23,000 for those 45-54 and so on. The College, HLS, and GSAS have the highest number of claims, in that order. As of this spring, 78,000 alumni have logged into the online Alumni Directory. The top three schools for logins are the College, GSAS, and HBS, in that order. Like

with HarvardKey claims, alumni under 35 have the most individual Directory logins, at 26,000 with those 35-44 at 18,000, 45-54 at 13,000, and so on.

Harvard Alumni Card

Harvard Alumni World MasterCard (Harvard Alumni Card) Harvard Alumni Card currently has nearly 9,357 cardholders as of the end of 2018 compared with 9,231 as of the last update. A new card introductory APR offer of 0.00% launched in October which was particularly successful, resulting in more than 150 newly opened cards. This winter, preparations are underway for HUECU presence at Harvard hockey games hosting the Chuck-A-Puck table, a post-holiday balance transfer campaign as well further research to enhance the program for alumni. The HUECU recently sent out a survey to alumni to glean more understanding of why they might be interested in the card. The HAA and the HUECU are currently wrapping up negotiations for the program's contract, which is up in June of this year. We will renew for the next seven years.

Alumni Night at the Pudding

New this year, we opened Alumni Night at the Pudding to our entire university-wide audience, resulting in an enthusiastic sellout crowd at Farkas Hall on February 27. Attendees took in HPT 171: France France Revolution.

Exploring Widener

Harvard alumni and friends took part in the annual "Exploring Widener: Celebrating the Past, Present, and Future" program on April 2. At this sold-out event, guests were given exclusive tours of the Digital Imaging and Conservation Labs, as well a tour of the library and an up-close look inside the Harry Elkins Widener Memorial Room.

Career Webinar

Over 540 alumnae and alumni from across the globe logged in to take part in an interactive webinar, titled "Mastering the Business Presentation" on April 23. The webinar, hosted by Timothy Calkins MBA '91, explained why presenting is such an important skill for rising business executives and provided best practices to help transform big data into a compelling story. This webinar is part of an ongoing series created in collaboration with the Board's Career and Networking Initiative and Matthew Temple AB '86. The series has yielded over 23,000 views between five videos on the HAA's YouTube page.

Commencement

Harvard's 368th Commencement will be held on Thursday, May 30, 2019, and preparations are underway. All alumni are invited to attend the alumni luncheon and the Commencement Afternoon Program, also known as the Harvard Alumni Association's Annual Meeting, on Commencement day. We expect more than 300 alumni to serve as Aids and Marshals and assist the Happy Committee in welcoming students, parents, alumni and guests in Harvard Yard throughout the day.

The Commencement Afternoon Program is the Annual Meeting of the Harvard Alumni Association. It includes a welcome and acknowledgments by Margaret Wang AB '09 president of the Harvard Alumni Association (HAA); remarks by Lawrence Bacow, president of Harvard University, and Commencement speaker Chancellor Angela Merkel; an introduction of Tracy K. Smith AB '94, chief marshal; the announcement of Overseer and HAA Director election results; and the presentation of the Harvard Medals to Teresita Alvarez-Bjelland AB '76, MBA '79; Dan H. Fenn Jr. AB '44, AM '72; and Tamara Elliott Rogers AB '74.

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.

College Alumni Newsletter

In March, the College Alumni Newsletter shared news and photos from Housing Day, allowing alumni near and far to reconnect with their Houses. Entrepreneur Peter Boyce II '13 was profiled in the March issue along with the featured question for Facebook discussion asking, "What's the best piece of advice you received at your Commencement?" The CAN, as it is affectionately known, continues to lead AA&D broadcast communications open and click through rates.

College Commencement Communications

In March, College Alumni Engagement mailed and emailed Commencement Week information to parents of members of the Class of 2019. An informational booklet outlining Senior Week and Commencement Week schedules, ticketing information and logistics was distributed to seniors and College staff in early April.

Social Media Update

In exciting news, the HAA's Instagram account has been verified! Still reigning at the top of the Ivies, the Instagram account has reached more than 45,000 followers, which is approximately 27,000 followers more than our closest competition, Stanford and demonstrates 12% growth since January. During this timeframe we have had 44,350 likes on our content and more than 16,000 views on our Instagram stories—our stories also consistently see a 95% completion rate, on average. The HAA Facebook Page's following has increased to 10,384, and we have been seeing increased engagement on the page as we continue to experiment with the different types of content and determine what alumni are most interested in seeing on the page. Compared to our Ivy+ peers, Harvard's Facebook page has strong reach and engagement—for instance on average 16.4% of followers reached for Harvard vs. an 8% Ivy+ benchmark.

Our Twitter account has also maintained the number one spot in the Ivies, reaching 37,087 followers, which is 14,791 followers more than our closest competition, MIT Alumni, as well as over 1,300 retweets and 3,000 clicks on content since January. Coming into May our engagement will ramp up around Commencement, Reunions, Board of Overseers and HAA Elected Director elections, President Bacow events in Phoenix and Houston, and Visitas.

Harvard Alumni Gazette

The Harvard Alumni Gazette, our monthly newsletter with news from across Harvard, has seen record engagement in recent editions. Our click-through rates are consistently between 4-5%, compared to a 3% historic average. Click-to-open rates are consistently between 13.5-16% per send, up from 8-12% (and an 11.8% historic average). Open rates over the past four editions have ranged from 28-30.4% and have slowly been increasing thanks to an A/B testing strategy. In the March edition, we introduced content tags so we can further analyze which types of content that is of interest to our community. In 2019, we plan to push click and open rates even higher as we further develop our segmentation and personalization strategy for the newsletter.

HAA eVENTS Newsletter

Building on the work over this past year using data and experimentation to inform our strategic approach to the newsletter, we have continued to iterate on our variable testing and segmentation strategies. By using geographic segmentation to target available content, we have been able to improve the relevancy of the events displayed resulting in increased CTR (click through rate) and CTOR (click to open rate) numbers indicating strong interest in content. We continue to see open rates push to 30% and above, which is still where each newsletter sits, with higher rates for sends that are more state-specific like California, Massachusetts, Florida, and international cohorts.

Spring 2019 Grad Appeal

The Grad Appeal, a series of messages aimed at connecting the graduating class with HAA resources and encouraging them to engage with the Alumni Directory, kicked off on April 4 with a message from Philip Lovejoy. The opening message had a 60.2% open rate and 10% click rate and went to a College and University-wide audience of 7,200 students. From here, students will receive segmented messages based on their engagement with previous messaging. We look forward to reporting out on the full results of the campaign once it concludes this Fall.

Board of Overseers and HAA Elected Director Elections

This spring saw the advent of online voting for the first time in the history of the Board of Overseers and HAA Elected Director elections. The online voting site went live on April 1, and paper ballots (still an option this year) were sent to all eligible voters with acting mailing addresses. The election runs through May 21.

A week after voting began, more than 8,000 votes had been cast. The HAA, alongside a University steering committee, launched a communications campaign for the elections starting the last week of March in which online voting was introduced to all voters. The first email in this campaign, sent before the online ballot site went live, drove more than 10,000 alumni to the elections informational site <https://elections.harvard.edu>, and had an open rate of 29% and a click-to-open rate of 15%. The first ballot email had an open rate of 41%, and we're still awaiting full click stats. We will report back on full campaign engagement in next fall's board report.

Daily Harvard Gazette

Based on the overwhelmingly positive alumni feedback to last year's pilot program (on which we reported in the Winter Board update), we are bringing the *Harvard Gazette* to a larger population of alumni. We have selected a cohort of approximately 140,000 alumni from across the University based on their past email engagement and current opt-out preferences to begin receiving the *Gazette*. Starting in March, we began notifying this group in smaller cohorts that they would soon start receiving a weekday email from the *Harvard Gazette* (all are given the opportunity to opt out at any time). When alumni were notified that they would begin receiving the *Gazette*, responses were very positive. A few responses to this news include:

"Thank you, a great initiative. Our daughter has been accepted into HBS in August, so I'd better keep up to date with all the activities and what better way than through the *Gazette*!"

"I will look forward to receiving the *Gazette*, sounds like a very good idea."

"What a wonderful idea, I personally love reading the *Harvard Gazette*, so I look forward to receiving all the wonderful stories more often."

In the fall board update, we'll report back on overarching engagement with the *Gazette*.

HarvardKey Pre-reunion campaign

This winter and early spring, the Engagement Marketing team partnered with the Reunions team to launch a pre-reunion registration campaign to College and Radcliffe alumni/ae in reunion year around HarvardKey. HarvardKey is required to sign in to register for reunion, but for alumni who have not yet claimed their HarvardKey or who may have claimed a long time ago and forgotten their passwords, this campaign gave them the tools they needed to take care of any HarvardKey related questions before they were asked to register for their reunion. The outcome of the campaign was positive with the reunions team reporting fewer HarvardKey related concerns and questions than last year, suggesting that the campaign was effective in helping alumni. Open rates averaged 34% with click to open rates averaging around 12.5%.

President Bacow Event Marketing

President Bacow continues his tour of regional alumni communities traveling to Miami, Hong Kong, and Japan with stops in Phoenix and Houston up next. Miami's campaign ran for 9 weeks, registering over 330 attendees with an average open rate of 46.2% and a Click-to-Open-Rate (CTOR) of 10.1%. Travels to Hong Kong and Japan brought sellout audiences at both events with over 400 alumni registered. Hong Kong saw an average open rate of 47.4% with a CTOR of 18.8% and Japan a 39.8% open rate with a CTOR of 13.8%. We are thrilled that these marketing campaigns overall see a 40%+ average open rate consistently out-performing average event email benchmarks across our Ivy+ peers – our nearest competitor, Stanford, sees average event email open rates of 37%.

Harvard Night at the Red Sox

Fresh of a World Series win in 2018, Harvard Night at the Red Sox is back again on April 29! After a winter into spring communications campaign, tickets were sold out, and Sam Rosner AB '19 from the Harvard College Opera will be singing the National Anthem at the game. Harvard alumni, students, and staff attendees will receive a commemorative hat and the Harvard University Band will be performing on Jersey Street.

STAFFING UPDATE

Elizabeth "Liz" Hanselman Ballard AB '99, Senior Associate Director, College Alumni Engagement

We are absolutely thrilled to be welcoming Liz Hanselman Ballard AB '99 to the College Alumni Programs team. In her new role, Liz will have primary responsibility for the non-reunion engagement of Harvard and Radcliffe College alumni/ae. She will oversee the program management for several cross-functional team projects including alumni and undergraduate engagement activities and flagship programs, non-reunion class and multi-class activities, volunteer programs, and significant aspects of Commencement ticketing. Liz comes to us from Dexter Southfield, where she has served as Director of the Dexter Southfield Fund for the past two years and boosted parent participation from 68% to 89% while helping to build a culture of philanthropy among the Dexter Southfield community. Prior to her time at Dexter Southfield, Liz was a Managing Director of Reunion Campaigns in the Harvard College Fund working with the Executive Director and Managing Directors to build and support the Reunion and Annual Fund Management Team. Previous experience also includes serving as the Director of Annual Giving and the Associate Director of Development at The Park School. Liz received her AB in Romance Languages and Literatures in 1999 and has an MBA from Simmons School of Management. She is co-chairing her

Harvard 20th reunion program committee this year and is a perennial volunteer for 1999 class gift efforts and the local Schools and Scholarships committee.

Monica Lesar, Coordinator, Volunteer Leadership

Monica Lesar has been promoted to Coordinator on the Volunteer Leadership team. Monica joined the HAA Clubs and Shared Interest Groups team as a staff assistant in 2016, working her way up to staff specialist and supporting programs including the Alumni Leadership Conference, Global Networking Night, Nonprofit Board Recruitment Fairs and the Summer Community Service Fellowship as well as the volunteer leadership of more than 100 Clubs and Shared Interest Groups. In her new role, Monica will be a key frontline staff member for the HAA Board of Directors and will have a principal role in planning and implementing the three board meetings. She will serve as the staff liaison to the Happy Committee and will be responsible for recruiting, coordinating and directing 300+ alumni and staff marshals on Commencement day along with the administration and logistics for HAA headquarters.

Liz Orenstein, Staff Assistant, Reunions

We are thrilled to welcome Liz Orenstein at the newest member of the College Alumni Programs team where she will be the reunions staff assistant. Liz is no stranger to Harvard or reunions programming having worked in the Media Technology Services department since 2005. In addition to her outstanding project management and technical skills, Liz brings a love of theater and lighting design. Liz is a graduate of Oberlin College. Her first day will be Monday, April 22.

Vanessa Reeves, Assistant to the Executive Director

After more than four years in the HAA, Vanessa Reeves left her position and is relocating to Denver, Colorado. In addition to supporting Philip in his daily work and travel, Vanessa has undertaken many special projects over the years including retreat and event planning, support of the Harvard Club of Boston's strategic work plan, management of the HAA's archival document process, and several office wide projects including the most recent Alumni Welcome Center renovation.

APPENDIX I

This spring, alumni can vote for a new group of Harvard Overseers and HAA Elected Directors.

Ballots will be sent no later than April 1. Completed ballots must be received by 5:00 p.m. EDT on Tuesday, May 21, to be counted. All holders of Harvard degrees, except Corporation members and officers of instruction and government at Harvard, are entitled to vote for Overseer candidates. The election for HAA directors is open to all Harvard degree holders.

The HAA Nominating Committee has proposed the following candidates in 2019:

For Overseer:

Danguole Spakevicius Altman AB '81 magna cum laude

Founder, Vapogenix Inc.
Houston, Texas

Alice Hm Chen MPH '01

Chief Medical Officer and Deputy Director, San Francisco Health Network
Berkeley, CA

Scott C. Collins AB '87 magna cum laude, JD '90 cum laude

Managing Director and Chief Operating Officer, Summit Partners
Boston, Massachusetts

Janet Echelman AB '87 magna cum laude

Visual Artist, Studio Echelman
Brookline, Massachusetts

Vivian Hunt DBE AB '89 cum laude, MBA '95

Managing Partner, U.K. and Ireland, McKinsey & Company, Inc.
London, England

Tyler Jacks AB '83 magna cum laude

Director, Koch Institute for Integrative Cancer Research, Massachusetts Institute of Technology
Cambridge, Massachusetts

John B. King Jr. AB '96 ('95) magna cum laude

President and Chief Executive Officer, The Education Trust
Washington, D.C.

Reshma Saujani MPP '99

Founder and Chief Executive Officer, Girls Who Code
New York, New York

Ryan Wise EdLD '13

Director, Iowa Department of Education
Des Moines, Iowa
For Elected Director:

George C. Alex AB '81 cum laude

Chief Executive Officer, Twin Oaks Capital
Cohasset, Massachusetts

Bryan C. Barnhill II AB '08

City Manager, City Solutions, Ford Smart Mobility
Detroit, Michigan

Ethel Billie Branch AB '01 cum laude, JD '08, MPP '08

Attorney General, The Navajo Nation
Window Rock, Arizona

Salomé Cignal de Ugarte LLM '94

Managing Partner, Hogan Lovells
Brussels, Belgium

Adrienne E. Dominguez AB '90 cum laude

Partner, Intellectual Property, Thompson & Knight LLP
Dallas, Texas

Michael J. Gaw AB '90 magna cum laude

Assistant Director, Division of Trading and Markets, U.S. Securities and Exchange Commission
Alexandria, Virginia

Christina Lewis AB '02 cum laude

Founder and Chief Executive Officer, All Star Code
New York, New York

Zandile H. Moyo AB '00 cum laude

Consultant, Strategy & Financial Advisory Services
Indian Springs, Alabama

Derek C. M. van Bever MBA '88, MDiv '11

Senior Lecturer and Director of the Forum for Growth & Innovation, Harvard Business School
Cambridge, Massachusetts

The HAA Nominating Committee has nominated nine candidates for Overseer rather than the usual eight. This reflects an additional vacancy on the board created by the departure of James Hildreth, who has stepped down in light of other professional obligations.

APPENDIX II

Speakers Bureau Events (schedule for the remainder of FY19)

- May 1: The Harvard Club of New Jersey will welcome Professor Michael Klarman to speak at their annual dinner
- May 2: Professor Daniel Nocera will speak to the Harvard Club of Dallas
- May 7: Professor Tim McCarthy will address the Harvard Club of Louisiana on “Precarious Progress: Race, Voting Right and the Future of American Democracy”
- May 8: The Harvard Club of Rhode Island will welcome Professor Nancy Rosenblum for their annual dinner
- May 9: The Harvard Club of Sacramento will host Professor Martha Schwartz who will speak on “The Softer Side of Sustainability”
- May 10: Harvard Alumni Global Financial Markets Forum will host Professor Glenn Cohen in New York who will address the group on medical ethics
- May 18: The Harvard Club in Maine will welcome Professor Donna Hicks for their annual dinner
- May 19: The Harvard Club of San Diego will host Professor Harry Lewis speaking on “Reinventing the Classroom, Rethinking Education”
- May 20: Professor Harry Lewis will then travel to Seattle to speak to the Harvard Alumni for Education chapter
- May 21: Professor Tim McCarthy will meet with members of the Harvard Club of Merrimack Valley for their annual meeting speaking on, “Trump’s Tweets - A Close Reading. Is there Method or Meaning to the Madness?”
- May 24: Professor Jason Ur will speak to the Harvard Club of Princeton on “Modern Spy Satellites and Ancient Assyria: How New Technologies are Reconstructing the Landscape of the Ancient World”
- June 13: The Harvard Club of Western Pennsylvania will welcome Professor Susan Crawford who will make remarks on “Data and Democracy”
- June 13: The Harvard Club of Concord will welcome Professor Daniel Shapiro
- June 18: The Harvard Club of the North Shore will hear from Professor Ali Asani